

CFJ COACHING SUCCESS SCHOOL

**TOP 10 WRITINGS FOR
PROFESSIONAL COACHES
DEVELOPING MASTERY
IN THE ART OF CLIENT ACQUISITION**

Carolyn Freyer-Jones, MA



Dear Beloved Coach,

These writings are for you. I invite you to spend time with them.

I invite you to consider your path in this great profession. I invite you to remember what brought you into this profession, and I invite you into the possibility that you have greater opportunity.

Greater opportunity to grow, to serve, to flourish financially, and to make an even bigger contribution in the lives of others.

At the end of my best friend and business partner Michelle's life there were no more questions. She lived to 48 years old. Her words are the first you will read in this book as well as the last.

She was an extraordinary coach and enroller. She made a huge difference in people's lives – and she was only 48! She was only a professional coach for about 8 years. Imagine that – only 8 years and there are people whose lives were changed forever by her loving presence, by her coaching.

What will you do?

You will likely have more years to make a difference in this profession, the great profession of professional coaching.

You will also likely have more years to flourish financially.

Both of these things would bring Michelle great joy.

It gives me great joy to share her words and mine with you, in service to your growth, learning, and flourishing.

May your journey in this great profession be as meaningful, as joyful, as prosperous and as service-filled as possible. As my coach and friend, the great Steve Chandler, says, “It’s the best profession on the planet.”

**With much loving for YOU,
Carolyn**

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COACHING AS GARDENING

by Michelle Bauman

When I tell people I'm a life coach, they often respond wistfully. "It must be so rewarding to help people," they say, with a touch of sadness. As if to say, "I wish I could have a career where I got to transform people's lives." I always feel a bit disconnected from people's reaction – it doesn't quite capture the experience of the work I do. Yes, I find what I do incredibly rewarding and fun and challenging and stimulating. But more than "helping people" – as if I were a teacher or a guru or a shrink – what feels more accurate – is I provide people with the space, tools and possibility for them to help themselves. Coaching, for me anyway, is about providing the necessary ingredients for people to grow into (or wake up to) who they truly are.

It's less about what I "do" for them – and more about providing the right combination of space, attention, reflection, and tools for them to co-create more of what they want – to stretch into more of what's possible for them and their lives.

Being a coach is like being a gardener. Having experience about what helps plants grow can make a big difference. Being willing to be patient and consistent in providing the best conditions for growth is powerful. Knowing what ground is fertile and ripe for growth – and where the land is fallow and better left unplanted – matters. (You see where this metaphor is going.) But only a fool would say, "It's so rewarding to make plants grow" – as a gardener, I am a caretaker of a process. In no way do I mean to diminish the value of skill or experience I bring to my clients. Similarly, I never take for granted how important my love, my acceptance and the quality of my attention is for my clients ability to grow.

Truly the way I am with them is like sunshine and water to a plant – necessary for thriving. When my clients step into a session, they know I care enough about them to tell them what I see as the truth – even if it’s uncomfortable.

It would require a true illusion of grandeur to announce, “I make plants grow.” No matter how skilled we are as gardeners ... we don’t hold the keys to life. We can’t force a process that is at its core mystical and mysterious and beyond our ability to control. At best, we are able to participate in something bigger than ourselves. And, when we do it well – with skill, experience and love – the results seems to be better than if growth were to occur without our participation in this special way. Coaching is a generative process – it creates value that wouldn’t exist but for these two people coming together for the purpose of creating, growing and expressing.

And so it is for me, as a coach – I experience extreme reverence for the process I’m invited to participate in. I feel humbled and inspired by my client’s courage and determination. I feel driven to keep growing, learning, reading, and exploring my own edge – so that I have more to share with the extraordinary people who walk through my door. I don’t have an over-inflated sense of myself as a “helper” – rather I experience awe in the unfolding process of growth. I feel excited and honored to be invited in again and again to witness and be a midwife in what often feels like a birthing process.

While coaching my clients, stories – my own and those of others – are one of the most powerful tools I have. Stories open up possibility for people. (This is why humans have been telling stories since the beginning of time.) And we never forget a good story. I found that there are certain stories I tell again and again – ones that really seem to help people in their own growth process. Some are my own stories; some are stories my clients have given me permission to share.

In writing them down in a way that anyone can access them, my hope is that you’ll have more tools to tend your own garden.

A man came to me to ask for coaching. He was struggling at work. He had worked for his company for a very long time – really all of his adult life as a father and a husband. He found himself working for a boss whom he didn't respect, in a situation where the operation seemed to conflict with his own deeply held values. For the first time he felt out of synch with his company, undervalued – and also trapped, scared and confused. We talked for a long time about what might be possible for him, what he might want to create. And, he decided he wasn't quite ready to do the work required to create something different. He decided to stay for now.

Six months later he called me. His position had been eliminated. He was disturbed, sad, surprised, and scared. I wasn't surprised. I have seen this so many times. We know we aren't where we are supposed to be – we have such clarity that what we are doing (a job, a relationship, where we are living) – is no longer working for us, and yet we stay and we don't take action. We've all done this at some time or another. In my experience, if we don't listen to that inner knowing, our Universe tends to give us stronger feedback – a push if you will. Knowing this has helped me be more courageous in my own life – I attempt to listen to my own inner guidance before a push is necessary.

I agreed to help him navigate this new territory – and we began our work together.

The terms of his layoff were very interesting. His position was actually not going to be eliminated for another seven months – and then, after that he had almost a year of severance pay. So he had a long time to create new employment – and he also had to stay in the workplace for many months. What's worse, they were asking him to stay and help restructure the department, hire his replacement (someone at a lower level), and help train others to make a smooth transition. He felt humiliated and embarrassed. As his staff found out about his layoff, he was challenged to receive their sympathy – and instead spent time deflecting it and reassuring them. He found it very challenging.

How was he going to stay in this role for the next seven months?

We created a game. I offered to him that he could decide how he walked through the next seven months. We talked about Viktor Frankel and how he taught us that no one can take away our dignity and that we have the ability to choose how we walk through a challenging situation.

So how did he want to walk through this? What quality did he want to demonstrate? What would make him feel good about himself – regardless of outer circumstances? In other words, we switched his focus from being defined by outer circumstances (I just got laid off and people feel sorry for me) to being defined by his own choices, his own values.

He decided he would practice integrity and excellence. That he would get into cooperation with the decision – and that he would do his best to support his team and to support the transition. In the meantime, he would begin the process of reaching out to colleagues and creating new work for himself.

So the game began. It was very difficult to sit through meetings in which the restructure was discussed, to talk about how to divide up his job responsibilities, to interview potential replacements. But he held fast to his intention – to demonstrate integrity and excellence as he walked through this experience.

And then, a few months into this work, a curious thing happened. He was offered the opportunity to interview for an internal position. He met with his potential new boss and felt an instant connection. His new boss was much more aligned with his values and his focus. She had known him for years, she knew what he was capable of – and she was very excited about having him join her team. Just like that – he had a new position.

A few weeks later, my client attended a meeting with his current boss – the head honcho who had eliminated his position (and who his new boss reported to). After the meeting, my client stayed behind, using the opportunity to shake his boss's hand and thank him for the new opportunity. (Still practicing integrity and excellence, this seemed like the thing to do.)

As the boss shook his hand, he looked directly into my client's eyes – and said, “You earned this opportunity by the incredible way you have walked through this situation. I so appreciate how you've handled yourself. I'm so glad we were able to find a position for you so we can keep you working here.”

What an amazing thing to witness. A very difficult situation, used properly, gave my client an opportunity to demonstrate who he truly is. Instead of being humiliated and shamed (as he feared), his willingness to act in a conscious and empowered way, gave him the opportunity to show what he truly is made of.

DON'T WANT/WANT

There are things people want that are so universally accepted as things we should want that, most of the time, we don't slow down enough to inquire WHY someone wants it.

It took me a long time to understand this as a coach.

If someone would sit in front of me and tell me they wanted to make more money, or be in a loving relationship, or have children – I would simply agree with them. Of course they want these things. Don't we all? After all, aren't these “good” things to have – the things that matter – the things that really count?

But what I've found is that when I slow down and talk to people, there is almost always a misunderstanding about what they want and why. And about what having what they want will do for their lives.

The compulsion to believe that if only I had (fill in the blank ... more money, a partner, kids, a better job), then I'd be happy seems to be part of the human condition. It's so enticing to believe that external conditions are what make us happy or not – and that if we aren't happy, there is something missing outside of us.

It's the ultimate victim position to make something outside of you the arbiter of your happiness (I'll only be happy, feel successful, if I make it as an artist, if I have a child.) These demands we make against life only serve to keep us separate from the life we have with all its bells and whistles!

Good News: You Don't Get What You Want.

I vividly remember my first conversation with Steve Chandler. This was well before he became my coach and after I had read many of his books. I was in my Second Year of my Master's Degree program in Spiritual Psychology at the University of Santa Monica – and part of my Second Year Project was to interview heart-centered leaders regarding how to live and lead from the heart.

At the time my most heartfelt and desperate wish was to transition from being a lawyer to being a professional coach. And – this seemed undoable to me. It seemed impossible that I would ever make as much money as a coach as I did as a lawyer – or that I would have the courage to walk away from my ever so safe corporate job.

In my heart I knew I was a good coach. But I also was a new coach and an inexperienced coach. Sometimes I was overeager. Sometimes people didn't like the way I worked with them. Sometimes I worried that I wasn't good enough ...

In our conversation, I dared to ask Steve the secret question that most weighed on my heart.

What if I don't get what I really want? How do leaders handle it when there is something they really, really, really want – and they don't get it?

He said something I will never forget:

“If I don't get what I think I most want, that is the best thing that could happen to me.”

What?

NOT the answer I was expecting or wanting. I really I didn't understand it.

In my confusion and after a long silence, I managed to ask a follow up question (which I'm sure was a gargled and inarticulate noise rather than a fully formed question).

Huh?

Steve responded, “If I don’t get what I want that’s the best thing in the world that could happen because then I get to see I don’t need that thing to be happy.”

I was deeply disturbed by this answer. Didn’t he hear what I just said? I really, really, really wanted to change careers. I was really, really, really afraid that I would go for it and fail. Was he really telling me that failing was a good thing – no not just a good thing, but the BEST thing that could happen?

It was disturbing enough that I knew there was something in it for me ... but it would be several months before I fully understood the power and beauty of what Steve had given me.

AN OPEN LETTER TO THE COACH WHO ASKS THIS FANTASTIC QUESTION

HOW DOES SOMEONE MAKE 6 OR 7 FIGURES IN THE PROFESSION OF COACHING?

This is a great question - a milestone in a coach's trajectory.

Even if the question is being asked in frustration, upset, or outright anger, it's a great day when a coach is looking around asking, "HOW ARE THEY DOING THIS?"

If used properly, this is a game changing question.

GAME CHANGING.

IF you are willing to listen to the answer and do something different than what you have been doing up until now.

Coach, I would search high and low until YOU get your question answered by a coach in a live conversation who HAS WHAT YOU WANT professionally (a 6 or 7 figure practice) and they will give you STRAIGHT answers. Because it's not an easy or short answer.

Here are my true and real answers, and the answers of the coaches I know who are experiencing consistent high levels of earnings (6 or 7 figures), for your consideration:

1. These coaches (this includes me) are not spending any money on marketing at all - and no money on teams of any kind. Maybe they have one person who helps them sometimes - and that's it, if at all. No marketing whatsoever. A decent website is the only "marketing" expenditure.
2. They are, and I am, spending hours and hours and hours and hours and then months and months and months and months and then years and years learning the art of growing themselves as a strong business owner who knows how to connect with individuals in a heartfelt, meaningful way - and they do this day in, day out, and they don't allow the thought of, "I don't know who to connect with" to stop them from finding people to connect with.
3. They get coaching. A LOT of coaching, in various forms, over and over, and over again. I am not shy about sharing I have been coached for 15+ years by [Steve Chandler](#). I have also studied with Nancy Kline, I have been to 3Ps trainings, and I have been an on and off again student at the University of Santa Monica for over 19 years. And I will put myself in new learning situations every year.
4. They get coaching in the growth of their business - again and again. And again. And they are willing to be open about getting coached, and they don't stop getting coached. They don't say, "I tried that - it didn't work." They keep going, and if something isn't working they get more coaching on how to do it better.
5. They work a lot. A LOT on the path to a 6 figure or 7 figure practice. [Michelle Abend Bauman](#) would say to coaches, "This is a profession, not a lifestyle."

I loved, and we loved growing our businesses. LOVED it. I loved the early days of the learning, the learning, the trying things, the messing up, the growth, the setbacks, the getting up and doing it again, the inspiration of connecting with people and making a difference and then seeing if we could do it all over again, with a new group, or a new individual.

I coached on my bathroom floor, at night, in my car, when I wasn't at my full time job. Michelle coached on her lunch hour, on weekends, before work.

The beginning of a coaching practice is one of the most magical times. It's a time of real hunger, real hunkering down and focusing.

It's the most unglamorous time. It's a magical time, a messy, fun, exhilarating time - especially if you have someone in your corner, who's YOUR COACH who's teaching you how to do this. I would never give up this time, or wish it had been easier or shorter. And there are coaches who had a faster trajectory than me. I wouldn't trade a minute.

It's an intimate time of learning, of slowing down, and of not getting so frustrated that you drop the process and decide, "it's not working."

THIS TAKES TIME.

THIS TAKES AS LONG AS IT TAKES.

THIS TAKES TIME.

More than you think it should. Less if you devote yourself to it completely, and get excellent coaching and don't stop.

I will be bold here. I will risk angering coaches here and that's ok because this is a profession where we are willing to sacrifice being liked in the name of serving.

If you are asking this question yet are not being coached by someone who has what you want, or, if you got coached 3-4-5 years ago for a period of time (like 4-6-9 months) and then did not get coached again and decided that you'd "been coached" and you should "have it by now" you will be frustrated.

You will likely think it should be different, even though it's not.

You will likely think as you read this, "I tried what she said. It didn't work/I didn't like having conversations/that approach seems like it's ok for some people not for me."

And I would lovingly challenge you - you aren't currently being coached and/or you aren't putting enough time in, every day.

And - even though you might be a fantastic coach, you aren't serving the profession by not getting coached in an ongoing way. Because coaches who don't get coaching on their businesses or their lives consistently are, as [Steve Chandler](#) says, like doctors who don't use doctors. Or like dentists who don't go to dentists.

It's not a great message in our profession this message of, "I don't get coaching" - or "I did a long time ago, but I can't find anyone who can really show me this.

6. Coaches who are making 6 or 7 figures are willing to accept that this is going to continue to be a work in progress and the 1 day a week of work (or 2) fantasy is a FANTASY.
7. Coaches who make 6 or 7 figures have a focused calendar. If you could see their calendars, you'd see it's filled with the following:
 - client sessions
 - conversations
 - clear commitments like the gym, meditation, etc
 - client sessions
 - conversations

- creative time or quiet time
 - vacations/family/relationship time - conversations
 - client sessions
8. Coaches who are making 6 or 7 figures are talking to people. Often. In various forms.
 9. Coaches who are making 6 or 7 figures have worked really hard and they haven't stopped. EVER.
 10. If they aren't where they want to be, they get coached.
 11. They see the growing of their business as one of the greatest privileges and they LOVE it (or have learned to love it) as much as any other portion of their business.

This is the best profession on the planet. It's not the easiest. It requires consistent commitment and focus, and it is a calling.

It's no different than being called to be a medical doctor, and they spend years in medical school, in training, in residencies, and more.

This is the best, most glorious profession on the planet and it's growing daily. More and more coaches are coming, and some of them will do what's noted above, and some won't. Some will wonder why it's not happening for them, and they won't get this question answered.

It's fantastic that the profession is growing. Because it's one of the most beautiful ways to make a difference in the world.

Coach, I hope you get your fantastic, important question answered and you use it to catapult you into your next level.

I'm rooting for you. I'M ROOTING FOR YOU and this amazing profession.

E-MAILS AND SLIME SYNDROME



I have read hundreds and hundreds of e-mails from professional coaches (male and female) to their prospective clients and current clients.

IT'S NOT PRETTY

In service to brevity I am going to be straight up with you.

If you are a professional coach and you have never had any review or coaching around your e-mail communications – the kind done with a fine toothcomb from a strong coach who's further down the path than you – you are doing yourself a profound disservice.

PROFOUND

Because it's almost 100% certain you are dealing with (cue horror music) *Coaching Slime Syndrome*.

Thousands of coaches are unknowingly engaged in *Coaching Slime Syndrome* as I am writing this post.

WE WERE SLIMING!

At the beginning of [Michelle Abend Bauman's](#) and my coaching careers, Steve Chandler reviewed almost every one of our e-mails. It was funny and often hilarious, the level of cluelessness we had about our communications - and it was definitely NOT pretty.

WHY? Why wasn't it pretty?

Because our e-mails were riddled with unconscious neediness, people pleasing, role reversal, and ... perhaps "worst of all", our e-mails were about US - not the recipient.

And we didn't know it. One of us would send an e-mail to him and think to ourselves, "That one was pretty good!!!!"

Then we'd get his response.

We'd text each other and say, "Did you see what Steve said?? OMG did I mess that UP, how could I not have seen that?!!" We would double over with both horror and laughter when we'd receive our e-mails back from Steve with his coaching.

Seriously - Michelle and I each had A LOT of experience writing communications in our former professional lives (Michelle was a lawyer, and I was a university admissions director).

NO TRANSLATION—WE STILL SLIMED

Our former experience did NOT translate into the profession of coaching nearly as much as one might think.

Slowly, after many, many hilariously botched e-mails, we learned how to STOP sliming and spot the following slime behaviors in our communications to prospective clients:

- **Neediness (and desperation)**
- **Putting the prospective client in the driver's seat (When do YOU want to meet? Tomorrow? Tomorrow night? During my grandmother's funeral? What works for you???)**
- **Lack of service (Is this e-mail providing value, for real? Or just "checking in, touching base?)**
- **Social self (Hi, how are you :-)???) Did you have a good 4th of July? Any bbqs? I hope you and your husband are loving the new season of Property Brothers - omg did you see that barn door???)**
- **"About US"-ness (Nothing about THEM, their lives, who they are)**
- **Attachment AND righteousness (As in the e-mail is loaded with the energy and subtext of "you SHOULD meet with me/ be my client/ work with a coach/ etc. and something is obviously wrong with you if you don't.")**

AND - if you are a seasoned coach reading this and you have not had anyone review your e-mail in a while, or perhaps you haven't had a coach look at your e-mail through the lens of service, leadership and strength, then there's a high likelihood your e-mails could be BETTER (less slimy).

Better e-mails lead to more people saying YES to sitting with you. They also lead to more people wanting to work with you - because the prospective client doesn't feel the unconscious "slime" of your attachment, or "social-self-itis", or the overall smell of selling vs. serving ...

STOP SLIMING NOW!

Whatever you do, find a coach or a school that can show you how to move from sliming in your communications to truly serving.

DON'T KEEP SPREADING THIS TERRIBLE DISEASE!



COACHES - WE LET COMMUNICATIONS DIE ON THE VINE

I was recently coaching a coach via e-mail after he'd sent me his weekly report where he communicates his activity.

I asked the coach if he'd heard back from a prospective client he had mentioned in his prior report.

He said, "No."

Me: "You didn't receive a response from your e-mail?"

Him: "No."

Me: "Did you resend it, asking if they received it?"

Him: "No. I stopped doing this because I didn't want people to think I was pushy or sales-ey."

Me: "So there's been nothing - you have let this person go?"

Him, "Well, yes."

AGAIN and AGAIN

Whatever the e-mail - whether it's a proposal, a question, an idea - I have heard this over, and over, and over again.

Coaches don't resend e-mails, and we let a communication die on the vine for fear of being seen as:

- pushy
- bossy
- obnoxious
- salesy
- needy

BEEN THERE, DONE THAT!

I did this. [Michelle Abend Bauman](#) did this. More times than our coach [Steve Chandler](#) could count.

Then we learned (eventually).

We learned that allowing a communication to die on the vine isn't helpful. We miss out. We make up stories about what's happening on the other end – that someone has decided they don't want our idea/service/assistance.

We project all sorts of things onto the prospective client.

And we stop serving.

We get mired down in how we look, concerned about our appearance and what, "someone might think."

We also lose sight of:

THEIR LACK OF RESPONSE HAS NOTHING TO DO WITH US.

Most of the time. In fact, almost all the time.

THE WAY MOST PEOPLE PROCESS E-MAIL

We forget that most people are answering the last five e-mails they received in their inbox in a furious rush to get them handled, so they can feel better. Then they stop, because they feel better, and move on.

If your e-mail drops below the five, it's called BUH BYE.

Not personal. Not about YOU.

FREEDOM AND SERVING

When you liberate yourself from turning the mirror back on you and how you look, you are free.

Free to be curious.

Free to get back to making a difference and serving others.

Free to find out what's really happening.

Free to add value and drop the personalization.

I spent a LOT of time in junior high and high school worrying about what people thought about me. I was anxious about being liked and being accepted.

This junior high school girl, the one inside of me, is not who I want running my coaching business. I want her safe and cared for inside of me.

And she's not who I want running the show when I am sending my communications, or deciding on resending an e-mail with a simple, innocent:

Did you receive the below? I haven't heard back from you ...

COACHES, WHAT WAS THE LAST E-MAIL YOU LET GO IN THE NAME OF "NOT SEEMING PUSHY"...?

Almost every time I send out a resend with "Did you receive the below? I haven't heard back from you ..." within one or two resends I hear back, "Thank you - I was out of town/dealing with a challenge here/avoiding this because I know it would be helpful/my mom was ill ...

Or, they don't even say what was going on. They just respond with, "Yes, I'd like to get on the phone, that works."

#FREEDOM



COACHES, DO YOU LET YOUR CLIENT THINK?

Stick with me - most of us don't ...

My business partner and best friend [Michelle Abend Bauman](#) and I spent 3 years training with [Nancy Kline in the *Time to Think* model.](#)

We loved this work and brought it into our own work with clients and, of course, coaches.

Today I was on a call with a coach who's leaning into attending the [CFJ Coaching Success School](#). We talked about the peer coaching that takes place in between the classes every month - and I shared that the peer coaching will be done in a very specific way – using the Nancy Kline *Time to Think* approach.

LISTENING DONE WELL IS GENERATIVE

This model requires the coach to be silent for almost the entire time one is coaching, with questions asked only when the client indicates they are done.

Done doing WHAT?

Thinking.

[Nancy Kline](#) puts forward a radical question:

HOW do you KNOW that what YOU are about to SAY is more IMPORTANT than what your client is about to THINK?

We don't.

We actually don't.

As Michelle would acknowledge about herself and coaches in general, "We like the sound of our own voices."

LEARN TO NOT SPEAK

So, after our Nancy Kline experience we decided we'd include this in our work with coaches. While we never said (nor do I say this now), "This is how people should coach," there's great value in getting experience with it. Because as coaches, our ability to be silent and create a container where people can think and be in their own inner guidance is what clients are, in large part, paying for.

FROM MICHELLE

Here's what Michelle wrote, with great clarity, after our last Nancy Kline experience together:

In our training with Nancy Kline this week, we are giving each other lots of time, space and generative attention so each of us can think for ourselves - we are creating the ideal conditions so that the mind can do its magic. And, we have been dazzled by the depth of transformation and also the speed at which the mind can work - given the proper conditions.

We are also noticing how much we've become a "think for" society - we all tend to look towards others (counselors, coaches, teachers, friends, parents) to do our thinking for us – to at least give us a clue about what they think we should do. And, how challenging and also exciting it is to take full responsibility for our own thinking.

Finally, I'm moved by the experience of knowing what another human being truly thinks. And, I'm wanting to know even more deeply the truest and most independent thoughts of those closest to me - especially my husband and my kids. After all, what an incredible expression of love to be authentically interested and fascinated by the thinking of those we care about, and what an experience of intimacy to be privy to another human's thinking.

This is my third consecutive year training with Nancy- and as usual I am deeply moved and changed by the experience.

FROM CAROLYN

NO interrupting - because as Nancy Kline says, "When we interrupt, we are murdering people's thoughts."

Do you regularly murder people's thoughts - your client's or those close to you?

Maybe it's time to practice a new way.

NOT GETTING PAID ON TIME – GULP



Have you had a client not pay on time?

(meaning you allowed this)

Or ... not pay at all?

(meaning you allowed this)

KEY LEARNINGS FOR A COACH

I remember the client. He was fantastic - a successful artist with installations around the world, based in Eastern Asia. He wanted better communication skills, to get his relationships cleaned up and become a more effective business owner.

NEVER START THE COACHING BEFORE THE FEE IS PAID

I thought I knew this - and - I was willing to allow for a slight delay, given the fees were being paid through his bank overseas.

THIS CAN HAPPEN AT ANY POINT IN A COACHING CAREER

This slight allowance was the start of the role reversal. I didn't think so at the time - I'd been coaching for WELL over 5 years, and I'd already been around the block on this. I had clear agreements. Until I made an allowance.

The delay got drawn out. His assistant made errors with my routing numbers. He said it was being handled.

Because he seemed to be such a GLAMOROUS client, I made allowances.

This went on for weeks.

ANOTHER ERROR

My thinking of him as glamorous and somehow different deepened the role reversal. I was creating an imbalance in the working relationship that allowed him to start to think I was at his beck and call, like all the other people who kowtowed to his enormous talent and his enormous ego.

I CALLED MY COACH

I remember e-mailing [Steve Chandler](#), saying I had made a mess out of a client situation and needed to talk to him. I hadn't shared much about this because I thought I had it "under control."

I didn't have it under control.

We got on the phone. In his understated way Steve said, "You have to clean this up - because now you're one of his minions."

I was furious at myself. I was angry at the client. I was owed \$10,000 at this point.

FIRING A CLIENT AND MAKING AMENDS INSIDE OF ME

I knew that I was going to have to fire him. Things had gone so far and I could see that my ability to serve him effectively had diminished. His respect for me had gone down, as mine had for him.

After many weeks, the money was in my account. I sent an e-mail to my client saying we needed to talk, and requesting he call me.

He called me and tersely asked me what I wanted. I thanked him for the payment finally arriving in my account, and I let him know that I would no longer be able to coach him - that coaching requires mutual respect and that this was no longer present in the relationship.

He screamed at me, saying that the delays were not "his fault", etc., etc. I calmly reflected to him that he was screaming and that I was going to hang up, that this was an indicator that he wasn't prepared for the coaching relationship.

I hung up, shaking from the exchange.

MISTAKES ARE FOR LEARNING

Even writing about it years later, I shudder a bit.

This was one of those mistakes that was painful. I remember Steve saying that sometimes the most painful (and expensive) ones are the most useful. I went from having a \$50,000 plus client who I thought was going to be fantastic, to getting paid \$10,000 and getting out.

CLEAR AGREEMENTS ARE EVERYTHING

Professional coaches can easily slip into being accommodating. Payment plans are modified at the request of a client, or a coach doesn't address a late payment, or a coach allows a client to move sessions around.

ACCOMMODATIONS OF THIS NATURE ERODE THE COACHING

I made A LOT of errors in this one situation. All of the errors led back to me slipping into accommodation and being "star struck" by what I perceived to be a special client. He lived in a world where people accommodated him often - his talent, his big ego and personality, his charm all got him a lot. I became someone else whom he did this with. I allowed the subtle erosion from the get go, and it impacted the very thing he said he wanted from the coaching.

PEOPLE HIRE US TO HELP THEM BE WHO THEY LONG TO BE

This can be a definitive moment in the career of a professional coach. When we learn to create strong agreements, and we are strong professionals who require payments on time, and we require clients to keep their word – and when they don't, we address it. We slow the work down. We don't start the work. We pause the work. This is where some of the best coaching can occur. We may be the only person who is willing to have this conversation with the client. We may be the first person in their lives who says, "NO MORE."

COACHES - FORGET ABOUT THE MONEY

This—

I received an e-mail from a coach that said:

"We were in the final part of closing the deal and she hesitated ... and then said yes. I felt the hesitation, and wasn't sure what to do about it. Then she said she wanted to proceed.

I received an e-mail from her this morning saying now she's not sure, wants more time to think about it, and she's in the middle of making some other significant investments.

Now what?

Oh - and now I'm completely frustrated!!!"

HESITATION = TIME TO SLOW DOWN

Many coaches instinctively speed UP when a deal is almost closed. We get excited (about the money), the opportunity, what it's going to mean for us, our business, our bank account ...

And we don't pay attention to the person in front of us. We essentially forget about them, and we are focused on what WE want.

This is how we miss the cues, and we race forward.

And there's no rush.

In fact, it's WAY better to slow down and acknowledge the hesitation, and make the impending deal a non-issue. Slowing down, with:

"I'm noticing hesitation, yes?"

Let's slow down - because there's no rush. I am going to recommend we talk more before we proceed. This may not be the best time for you."

FORGET ABOUT THE MONEY

Which means, forget about the money. Forget your bank account, your mortgage, and your car.

WHAT???

In The CFJ Coaching Success School, we play the "Forget About the Money" game.

This is a game is where everyone in the room discovers what's behind the money, what's behind the bank account, and what's behind our ideas of thinking money will handle things.

The "FORGET about the Money" game changes a Coach's **WHOLE LIFE**.

"To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity."

-Douglas Adams

Try it next time - try slowing down when you instinctively want to speed up, and **GET THE CLIENT**.

Experiment with not rushing - and give the client a lot of time to say yes.

Forget about the money - even temporarily.

As [Steve Chandler](#) says, "Stop confusing money with oxygen."

COACHES DON'T HAVE TO "HAVE IT ALL TOGETHER"

Sometimes I ask myself, "How DID
MICHELLE DIE???"

*(because she wasn't 'supposed' to
die ...)*

Sometimes I ask myself, "HOW DID I
GET HERE??"

*(because I was 'supposed' to be
somewhere else with someone else ...)*

Sometimes I ask myself, "HOW AM I
LIVING AND MICHELLE IS GONE?"

*(because I am still shocked at times
that my life is as good as it is even
though I miss Michelle in huge ways ...)*

Sometimes I ask myself, "HOW IS IT I
AM DOING THIS SCHOOL WITHOUT
MICHELLE?"

*(because I never thought I'd do this
without her ...)*

COACHES SOMETIMES THINK THEY NEED TO
BE IN A "DIFFERENT" PLACE TO BE IN ACTION.

If this were true, I'd still be in my house
curled in a ball eating almond croissants
(what I primarily subsisted on after Michelle
died). I would have stopped working,
stopped serving, and just - sat.

CAN YOU STILL SERVE PEOPLE EVEN WHEN
YOUR OWN LIFE IS "MESSY"?

The short answer: Yes.

Can you still serve people even if you aren't
where you think you "should" be yet/don't
think you are "ready"?

The short answer: Yes.

One of my favorite statements by Steve Chandler is "You only need to be a half-step ahead of your client."

THE GOOD NEWS - COACHES ARE *NOT* EXPERTS

We aren't hired because we are experts. I am not an expert in anything, except my own life.

Yes, I have experience in enrollment and I have experience with caring for a very sick friend and having her die, and I have experience with profound grief, and I have experience with being terrified of going out into a new business on my own, and I have experience being a mom (not always a good mom, and a mom nonetheless).

I have experience being a controlling wife, and experience being a less controlling wife. I have experience being a daughter who thinks her parents are responsible for her pain and upset, and I have experience being a daughter who knows her parents are only responsible for raising her the best they could.

The list goes on.

WE ARE HIRED BECAUSE WE CAN HELP SOMEONE

Said no better than by Steve Chandler, that's the reason we are hired. Not because we are slick and really successful or because we have certain coaching "credentials" or initials after our name, or because we have a secret potion that will make everything better or because we have the answers someone needs or is looking for.

The only reason people hire us is because they think we can help them.

HELPING CAN HAPPEN EVEN WHEN YOU AREN'T AT YOUR "BEST" (SO CAN ENROLLMENT).

I served at a time in my life where I could barely see. I was not at my best; however, every single time I was sitting in front of a client or on a call, something happened.

Time stopped and my own life, my own pain, my own grief was temporarily lifted. In service to others, I could breathe. I could remember that there's more to life than *my* loss, than the missing of *my* friend, than trying to imagine how I was going to do this thing called *my* life without her.

The focus on ME was turned elsewhere. In serving others, my life became more livable - and - my bank account continued to be filled.

There are myths and limiting beliefs that have crept into, or have become "acceptable," in this profession:

- *"I can't coach when my own life is blowing up."*

- *"If I am not in a superbly balanced mental and emotional state, I really can't enroll."*

- *"I have a lot on my calendar - I'm really meeting a lot of people and trying, and it's not happening."*

- *"If I have more than X (your number goes here) clients, I can't handle it/energetically I am depleted/I don't like it."*

Slowing down is really appropriate sometimes - and depending on the circumstances, sometimes time off is very appropriate.

Sometimes it's not.

ANOTHER THING THOUGH ...

WHAT IF YOUR INCOME IS NECESSARY FOR YOUR LIFE OR FAMILY?

Exactly.

That would mean that – as professional coaches – knowing how to take care of ourselves and our business (even when our life is blowing up), so that we can continue to help others is critical.

We don't have to be in the best shape of our lives, or in a perfectly attuned state of inner balance to serve and take care of our business.

WHY AM I SHARING THIS?

Because it's time for those of us in this profession (or pursuing this profession) to take stock.

Are you buying into any of the myths that are creeping into this profession?

Have you learned HOW to keep your business strong regardless of the life circumstances and events that come your way?

Are you looking at your bank account and thinking, "It's really hard to make a strong living in this business" yet your calendar doesn't reflect that you are putting the time in?

BE WILLING TO ASK YOURSELF THE TOUGH QUESTIONS.

Take stock. Open your eyes and be willing to see yourself, your work, and what you are doing.

Don't be fooled - and - don't be misled by the myths that are creeping in.

It can be different for you.

WE can be different for you.

I'm committed to this profession and debunking the myths that are creeping in so that every single coach knows that earning a strong living is achievable (without really fancy, bouncy hair or a team of assistants).

Here's to you and your journey in the fantastic profession of coaching!!

DO I OFFEND YOU?

Coaches take note ...

I recently offended someone.

Well, I don't know for sure if I offended her. At the least she had questions about how I was communicating with her. She wasn't thrilled about how I was doing it. And she told me.

It was uncomfortable.

My personal self felt some shame and self-judgment.

My professional self felt ... ok. Neutral. Relaxed.

I CARE SO MUCH I DON'T CARE

Here's one of my favorite stories that I recently shared with a coach who's coming to The CFJ Coaching Success School from Maryland. (Another note - she'll be traveling to Los Angeles once a month for six months to participate in the school. That's called investing in your career as a professional coach. She's treating it like the level of investment one makes in LAW school.

Which is appropriate - because it's professional training, exactly like law school - although considerably less expensive).

It was early in my coaching career. [Michelle Abend Bauman](#), (my business partner and best friend) and I were filling one of our first coaching groups for women. [Steve Chandler](#), our coach, was showing us the power of slowed down enrollment conversations, and of really paying attention when we were out in the world, because as Steve says, "clients are everywhere."

CROSSFIT AND ENROLLMENT (Isn't CrossFit enough all on its own)?

I have been a CrossFitter for 10+ years - for REALZ. (No, I am not the fastest or the strongest on any day. My best strength is the "show up for the gym" muscle).

One day I was paired with someone for the workout and because it was a weightlifting workout, we were able to talk. I was asking her what she did, and she shared she was an ER doctor. I asked her how that was for her, and she started to share that there were things about it that were difficult, that she wasn't sure about ... then she asked me what I did.

I said, "I'm a coach - I coach men and women in their professions and their lives. My partner and I have a coaching group for women that's starting in 2 months, and we have women in our groups dealing with the kinds of things you are talking about. If you wanted to talk more about it, we could - and you might not want to and that's fine too."

And then I asked her a question about her - her work life.

Suddenly it seemed to me that she shut down. She changed the subject, not even responding to what I had said.

OH NO - I DID A VERY "BAD" THING!!!

I felt HORRIBLE. All I could think is, "Oh crap, did I screw up. Now she thinks I am trying to sell her on something. This is TERRIBLE, because now I am going to see her at the gym. Now she can't even look at me. UGHHHH."

I had a coaching session a few days later - and I shared my (terrible) story with Steve. I added these thoughts:

"I feel so bad - it was uncomfortable Steve."

I think she was completely put off. She probably thought I was pushy ...

And NOW I AM GOING TO HAVE TO SEE HER AT THE GYM."

Steve's response:

"Are you willing to risk offending in the name of serving?"

BOOM.

OH.

He went on:

"If you are going to be a professional coach, this is part of what you do. You are out in the world, sharing about it. If she was offended, so what?

Where are you going to put your focus?

Everything you are sharing about it is all about YOU, and your own concern about how you looked in this, and how she might have perceived you."

AND:

"What's your alternative? You aren't going to share what you are up to?"

ME:

"I get it. OK, I get it. Now what do I do if I see her though???"

Steve:

"It sounds like you are still concerned about what you look like..."

ME:

"OK, ok, I see that..."

I secretly keep thinking about this, with many self-involved thoughts about what she was thinking about ME.

Fast forward a few weeks, and I see her at the gym. She walks over to me and I think, "Uh oh - ok, it's ok." She says to me, "You mentioned to me you are doing a coaching group ... can I talk to you about it?"

BOOM.

I said, "Sure" in a relaxed way. She gave me her e-mail, and in a few days we were talking.

She enrolled in our group (and our advanced group after that).

MAKING UP STORIES THAT DON'T SERVE US

Clearly I was not accurate in my perception of what occurred. I was off. WAY off.

And - the lesson was SO VALUABLE.

QUESTION

Am I willing to take a stand for what I'm up to and how it can serve people such that I DON'T care if I offend you specifically?

NOTE: This does not mean I'm intending to offend or intentionally provoke or be confronting.

Michelle would say to coaches we were coaching, "Sometimes you have to go over the line to know you went too far."

My answer is yes.

I'm willing to risk offending in the name of serving. I'm willing to share about my school for coaches because I KNOW it will make a difference in a coach's business and life.

If I go over the line, I can course correct (BTW my course correction with the woman I shared about at the beginning of this essay was an apology).

ARE YOU WILLING TO RISK OFFENDING IN THE NAME OF SERVING?

Don't Like Growing your Business?

Are you a coach who loves coaching and you don't (yet) like building your business?

What if I shared with you that my beloved business partner and best friend Michelle Bauman felt the same way - and yet she grew to love it?

In fact, she grew to love business building so much, it became one of her favorite things to do. She would often say to coaches we coached and taught, "Often the most powerful coaching takes place in the enrollment conversation."

Michelle isn't here to share this with you - most of you know that she passed away about two and a half years ago from a cancer diagnosis. She had become an extraordinary coach and someone who took a stand for coaches to become strong enrollers.

We loved serving and teaching coaches together with Steve Chandler in the University of Santa Monica's Soul-Centered Professional Coaching Program.

Michelle's words are here, and they are as relevant now as when she said them four years ago.

Here's Michelle's own experience in her own words:

“Me? Be a Coach?”



There was nothing in my background or personal history to suggest that I “have what it takes” to build a successful coaching practice—nothing to indicate that I would be able to be a strong businesswoman and entrepreneur. To the contrary, I spent most of my life looking for a safe paycheck. I went to law school, in part, because I believed it was the quickest way to a financially secure life.

Once I was in private practice for a few years, I realized that, eventually, I was going to be expected to bring in clients and build a practice. This thought was so scary and uncomfortable; I practically fled private practice into an even “safer” in-house job where no one would ever expect me to do something as terrifying as bringing in clients.

Fast-forward ... I’m called to the University of Santa Monica's graduate program in Spiritual Psychology. The work fits me like a glove—it’s what I’ve been searching for my whole life (and I didn’t realize I had been searching). My inner life, my relationships, and the context of my life are profoundly transformed. I learn how to attune to my heart, share my Loving, be of service, and live an inspired life!

I want to shout my newfound understandings from the mountaintops!! When I return to my suburban life, my corporate life, all I see are people who are just like me pre-USM—extraordinary people with their potential locked up inside of them, deeply unfulfilled, searching. It takes me a little while, but eventually, I recognize the longing to share the value of this work as a call to Coaching.

"UGH - I CAN'T 'GET' CLIENTS"

Then came the questions and the doubts. How was I going to make a living at this? How was I going to “get” clients? Would anyone PAY me to do this work?

I had no interest in making less money—my husband and I share the financial responsibilities, and we have a mortgage, a family, and two private school tuitions. Would I have to make drastic changes in my standard of living to do this? That wasn't really an option ...

Then Steve Chandler entered my world. Creating the fee to hire Steve as my coach was one of the most challenging, empowering, and rewarding experiences of my life. It was my stake in the ground ... I'm DOING this!!

Steve coached and taught me the absolute JOY of client creation—the freedom, the service, the adventure, and the excitement. I went from someone who was literally terrified of asking someone for money to someone who finds business development and enrollment as one of the most fun and fulfilling parts of my professional life. Nowhere do I serve more fully or authentically than in the enrollment process—and it may be the arena in which I make the greatest contribution.

I love supporting people who are like I used to be (those with sales-phobia and fear that they “can't do it”) in transforming into people who enthusiastically and powerfully participate in client creation.

And, in case you don't know, the "end" of my story is that as I grew in my ability to coach powerfully and create clients, my business grew in a graceful and natural way so that I was able to step out of one financially successful career into another. I replaced my salary as a lawyer, and I created a professional life where I choose my clients.

YOU CAN LEARN TO LOVE BUILDING YOUR BUSINESS TOO

Michelle's not here to support you if you are one of those "sales-phobia and fear that you can't do it" coaches.

I am though. I'm not Michelle. I know that (and people LOVED Michelle). Michelle would often joke with me though when she was feeling too ill to come to something, "I mean, c'mon, when they get one of us it's almost like getting both of us."

: -)

AND THERE'S AMBER

And Amber Krzys is here, too – she's one of the coaches who Michelle coached (and who, in part because of Michelle, has grown into a fantastic teacher and coach of coaches.) And she is one of the lead faculty in The CFJ Coaching Success School.

MICHELLE WOULD WANT YOU TO KNOW

You don't have to have known Michelle personally to benefit from her words. I am committed to sharing Michelle's words - and not just because I loved her and because she meant the world to me.

I am committed to sharing her words and her content for coaches because it's so good.

Michelle would want you to know that you can learn to do this - "this" meaning grow your business.

You can learn to get BETTER at enrollment - and become a business owner who is flourishing.

You can create a strong income in the profession of coaching, making a positive difference in the lives of others. And, as you are serving others, you can take care of yourself, your family, and live a life that brings you joy.

FROM STEVE CHANDLER

Steve Chandler says, "This is the best profession on the planet."

I agree.

When Michelle and I taught with Steve at USM, Steve would look out at the class and say, "There are over 8 billion people on the planet ... that's a lot of coaching clients for each person in this room." He would repeat, "There are infinite clients."

Now *that's* a mindset we all can adopt.

WE WILL LEARN TOGETHER

At The CFJ Coaching Success School, we will learn together. There's something magical that occurs when we spend two and half days each month together for six months straight, all in a room with a shared intention.

We will roll up our sleeves and become more proficient at growing our business.

We will slow down and review our conversations, breaking them apart and seeing where we collapsed into people-pleasing or money desperation. We will learn new ways to be in these conversations with more neutrality.

We will step into a greater level of accountability, sharing what we have been doing in our practice every month in a written home assignment. (Who doesn't love homework? And you'll get comments and feedback every month from Amber and me!)

We will practice offering our services and become more relaxed and at ease with sharing our fees.

We will serve in outrageous ways and we will create NEW ways of serving that astound.

We will strengthen our relationship to success and money and we will let go of behaviors that limit our ability to thrive.

And last and of course not least, WE WILL HAVE FUN!

I hope you are considering being there.

And even if you never come, I hope you remember Michelle's words:

"I went from someone who was literally terrified of asking someone for money to someone who finds business development and enrollment as one of the most fun and fulfilling parts of my professional life. Nowhere do I serve more fully or authentically than in the enrollment process—and it may be the arena in which I make the greatest contribution."

Because that's available to all of us.

I look through e-mails from Michelle and read her coaching from previous times we worked with clients and coaches. I do this because it brings me into my connection with Michelle, AND because she always had great coaching. So I benefit on two counts. My heart opens and remembers the joy and Loving that is always present in my heart with and for Michelle, and, I always learn from great coaching from Michelle.

Here's Michelle sharing about an enrollment conversation she had with a coach:

I had a conversation this week with a coach in which we discovered she was more committed to “not failing” than she was to being a successful coach. This competing commitment had her unable to move forward – because she didn’t want to fail.

If I had been interested in coaching her, I would have said, “If I were to coach you, one of the requirements would be that you are totally OK with failure. In fact, we are going to “court” failure and celebrate it.

Because failure is the way.

Let's remember this. Failure is the way.



COACHES, WHAT DO YOU WANT?

This is an excerpt from a weekly report where Michelle was coaching a coach. This was a six-month group that we ran for coaches, focused on teaching them the tools and skills for growing their business.

EVERY WEEK these coaches reported to us on their billings, conversations, proposals, and invitations (Note: Coaches in The CFJ Coaching Success School will also be submitting a monthly report just like these coaches did - because what gets measured gets DONE.)

AS A PROFESSIONAL COACH - - - - -

BEING COACHED YOURSELF - - - - -

IS THE MOST VALUABLE THINGS YOU CAN DO

In this weekly report the coach asked, "How involved do you get in your clients' lives?

I have a client who wants me to marry him and his girlfriend and assist them with being a birth coach - I am curious how you and Carolyn handle this?"

FROM [Michelle Abend Bauman](#):

"When I was first diagnosed with cancer, I was in a lot of fear about my business. I just didn't know what the year would be like – and how I would make money, etc. (It turned out I didn't need to worry – but that's a different story). I wrote to [Steve Chandler](#) about it – and (given that we've worked together a long time and we have a personal relationship) he wrote me a really compassionate e-mail about how he would be there for me and how I wouldn't lose ground financially. And it helped for about a week.

Then I sent another similar e-mail ... thinking I'd get the same response (after all I loved his reassurance) – and instead I got a big apology for the first e-mail, for letting his personal feelings towards me color his response.

Instead of more comfort, he told me that this was a real opportunity to look at my beliefs that would have money be the source of my security.

It was painful yet powerful – it was clear he was not going to let me play victim, even while dealing with illness. Not easy – but powerful.

Steve has told me lots of times that he's willing to risk our relationship – risk me not like him – in service to my growth.

So the question is ... as you get more involved in their lives, will you still be able to show up as the coach? Only you can answer this question.

It's me, Carolyn again.

WHAT DO YOU WANT?

AS A PROFESSIONAL COACH ARE YOU HOLDING NOTHING BACK?

THINK about what Steve did and said to Michelle. Even when his beloved client was in the midst of a serious illness he did not hesitate to **SHOW HER** that she had an opportunity to look at something.

In fact, it was even more important to show her this, given what she was walking through.

HE WAS NOT CONCERNED ABOUT HOW IT WOULD FEEL FOR MICHELLE TO RECEIVE THAT E-MAIL.

And in turn, Michelle used this very real story from her own life to serve another coach.

So as Michelle asked - the question FOR YOU is . . are you showing up as the coach with your clients?

Only you can answer this question.



About Carolyn Freyer-Jones

I have been coaching men and women in creating greater success, joy, and fulfillment for over fifteen years. My coaching work emerged as a result of the value I received from the Master's Degree Program in Spiritual Psychology at the [University of Santa Monica](#). I was 28 years old when I entered the University, feeling dissatisfied with my work as a sales professional at a graphic design firm, feeling a vague sense of “not enoughness” in my relationships—with myself, with my husband, with my family. I was often frustrated, teary and reactive. I could also be demanding and controlling with those closest to me.

At that time in my life, I had very little spiritual perspective. I was yearning for a deeper connection to my Self, to my purpose. I had begun reading books of a spiritual nature that created a deeper longing. I wanted to know why I was here—what meaning my life had. I wanted to experience in my heart that I mattered to something or someone greater than myself.

The experiential curriculum at USM provided me with an opportunity to answer these questions for myself. The curriculum also provided a framework, a spiritual context for life that resonated deeply and made sense to me. I became aware of the many judgments I carried about myself and others and how these judgments permeated my thoughts and my experience of life. I became aware of the limiting beliefs I had bought into about myself, about life, and the world. I also began to see that these judgments and beliefs were creating a painful existence, one that was not serving me.

As I learned the Principles and Practices of Spiritual Psychology, I began to experiment with the possibility that my life's experiences were occurring for me, for my learning and growth, and in seeing them from that perspective, I could choose to use them as such. I stopped seeing my life as a series of painful events designed to punish me or validate my feeling of unworthiness. I no longer felt alone, desperate or needy for attention and approval from sources outside of me. I began realizing that my innate goodness, my wholeness, my value was irrevocable. The perceptions and beliefs that my mother, father and two brothers did not love me (or not in the way I thought they should) were slowly dismantled. The pain I carried inside began healing and something new began to emerge—Self-compassion, gentleness and a new way of being with my Self. It was a more loving, open-hearted and supportive way of being.

I began to experience greater joy and fulfillment. And this joy and fulfillment began to inform all areas of my life. My relationships improved significantly—first and foremost with myself and, thankfully, with my husband and family. As a result of my USM education, I had a way of working with myself when challenges occurred. I also had new reference points for loving, joy, peace, and connectedness to my Self and something greater than I.

My Professional Life

Upon graduating from USM, I accepted an offer to serve on staff as the Director of Admissions and Marketing. These were twelve of the most dynamic and growth-filled years of my professional life. I reported directly to Dr. Mary Hulnick, USM's Chief Academic Officer and a pioneer in the field of Spiritual Psychology. She was my first “real” coach—someone who believed in me and who challenged me to grow on every level. She also held me to the highest standards of excellence in my work that I had ever experienced.

In my leadership role in Admissions, I talked to thousands of potential students about their hopes and dreams. I gained a breadth of experience in enrollment and sales—enrollment from a true service perspective. As USM's Marketing Director, I oversaw all marketing campaigns for the University and was the lead copywriter for all communications, learning to write from a place of connectedness, inspiration, and clarity. I also became an accomplished speaker as the spokesperson for the University, leading all live events.

In addition to my work at the University, I began to coach a few people here and there. It was then that my second coach entered my life—Master Coach [Steve Chandler](#), who has been my coach now for over fifteen years. I loved coaching. It allowed me to use my gifts and skills in a different capacity that was exciting and challenging for me. For some time, coaching was great “side work” in addition to my USM work.

2008—Everything Changes

During this time and after many years of reflection, I came to the conclusion that unless I was called from deep inside to have children, I would not try to conceive. My husband, John (also a USM graduate) was onboard with this approach.

In early spring of 2007, I felt that calling. My internal feedback was something like, “I won’t regret not having a child. But I will regret not trying.” My husband and I did some visioning work together, and one month later, I was pregnant.

Lucinda was born in January 2008. To say everything changed is a massive understatement. My relationship to my time changed. I was home on maternity leave for about four months, and I headed back to work at USM with mixed feelings. My love of USM had not changed, yet there was something (someone) that had become a bigger presence in my heart, and being away from her created a lot of different feelings inside.

It was at this time that the nudge to co-create a different kind of work life started to push on me in greater ways. My work at USM made it necessary for me to be in the office, working office hours. Given the nature of serving as the Director of Admissions, this made sense. I continued with my coaching “side work,” and more clients were coming my way. I started to have a vision for what a life of full-time coaching could look like and how it could allow me to have a more flexible schedule where my work time could be built around my daughter’s life - taking her to school in the morning, being there when she arrived home, taking off when she was sick ... all those things that previously simply didn’t even enter my consciousness.

I knew given my USM education, I was being guided to something else—something new, something much “scarier” than the love and comfort of my work at USM. I also knew that while I was getting clear messages inside, it was up to me to honor the messages and follow the flow of guidance I was receiving.

Not easy for me, as I had my USM work wound up in old family patterns of betrayal and loyalty (i.e., “If you love me, you wouldn’t leave me.”)

Slowly I worked through these patterns, and in November of 2010, I left my full-time role at USM (with the full support of my USM colleagues) and launched my full-time coaching practice. My commitment to myself was that in my first year of full-time coaching, I would earn, at a minimum, what I’d earned during the previous year at USM. By the end of that first year, I’d not only achieved my goal, but my income had increased by over 35 percent.

Soul-Centered Professional Coaching Program at the University of Santa Monica

I had the privilege of developing the [University of Santa Monica’s Soul-Centered Professional Coaching Program](#) with Drs. Ron and Mary Hulnick, Steve Chandler, Michelle Bauman, and Stephen McGhee, and I was one of the lead faculty members for the Program. This leading-edge program served over 300 University of Santa Monica graduates who were called to use their USM education in the profession of coaching and was designed to assist students in growing their practice or launching themselves into this exciting profession.

My husband John and I have been married for over 20 years. One of our favorite things to do is to spend time with our daughter Lucinda, laugh, avoid cleaning the house, travel, and drink coffee.

"No one is better at teaching coaches how to create a thriving practice than Carolyn Freyer-Jones."

~ Steve Chandler

Master coach, teacher, founder of the ACS School for Coaches, Author of *Time Warrior*, *37 Ways to Boost Your Coaching Practice*, *Death Wish*, *The Story of You*, and more.

Coaches Share

I started coaching with Carolyn at the point that I realized that I needed to move my coaching practice out of the "hobby" category and create a thriving, financially generative business. I knew how to coach and powerfully serve my clients. What I hadn't learned yet was how to create a business that supported me financially. That changed as a result of working with Carolyn.

Carolyn has loads of experience and expertise to share about how to create clients. She's also highly intuitive, compassionate, and courageous in her coaching, which has been so very helpful for me while I'm stretching into new and uncomfortable territory. It makes all the difference to have a guide when you're going into uncharted waters - her distinctive brand of leadership is inspiring and uplifting.

The proof of Carolyn's effectiveness as a coach is in the results I was able to achieve - going from pretty much zero income to six figures income (from coaching only) in the first year of our coaching relationship. She likes to say that she's 100% committed to the success of her clients. I'd say that's true.

I HIGHLY recommend Carolyn if you want to be guided into discovering who you CAN be as opposed to whom you HOPE you can be as a business owner and coach.

-Carrie Doubts, M.A., PCC, Transition, and Grief Coach

Carolyn when I first met you around 13 years ago, you were already quite impressive. In fact it was your impressiveness, your directness, your diligence that had me finally buy in to the University of Santa Monica—it was like “Well, she's pretty solid and sharp—clearly this ain't just another one of those new-age, airy-fairy deals—this must be the real deal if she's any indicator.

Seeing you again in 2017 co-leading the University's Soul-Centered Professional Coaching Program—seeing this whole new level of mastery, confidence, clarity and knowing in you, in turn, gave me so many of those things in my own practice. You are a total rock star and modern-day spiritual ninja. The whole program had me in awe of your mastery.

I left the class with advancement in both my inner and outer awareness. In the inner, I had a much deeper understanding of what I am really doing as a coach—I am being of deep personal service to another being. And on the outer practical level, I was able to let go of a lot of bad habits that were impeding the flow of my practice. Thank you for it all!

-Kirk Souder, Co-founder, Enso

Working with Carolyn has been an amazing learning experience for me.

There are very few coaches like her that are masterfully teaching and coaching by example and that are leading with integrity and openness.

I've had the privilege to be in her class at the Soul-Centered Professional Coaching program at USM, as well as participating in her six-month private group for coaches. The whole experience with Carolyn has been worth the investment of time, money and energy. I continue to be mentored and coached by Carolyn for the success of my professional coaching practice. She is an inspiration and keeps challenging me with a loving energy. I highly, highly recommend working with Carolyn and her program for any professional coach that is truly serious and committed about up-leveling his/her game.

-Nicola Albini, Leadership Coach

I spent 6 months with Carolyn at the University of Santa Monica, where she co-led the Soul-Centered Professional Coaching Program. I am an experienced coach and facilitator - I know what it takes to work with a room full of people and assist them in their learning and growth - it's no small thing.

Carolyn has a humorous way of shifting perspective that is often accompanied by loads of laughter. She can meet coaches where they are, and assist them in seeing blind spots in their businesses and in themselves.

Her school will be both a blast and a great opportunity to focus on client acquisition to enhance your coaching practice.

-Cindy Lou Golin, Life & Business Coach

As I reflect on the many skills and attributes Carolyn has as a facilitator, the one that I'm called to share about is the truly exceptional level of support she brings to each student. Last year I had the blessing to participate in USM's Coaching Program with Carolyn as a lead faculty member. Even before the Program began, I experienced Carolyn playing "all in", holding for and supporting my professional goals and aspirations with such consistent devotion, enthusiasm, and encouragement. Her clear commitment to her students' growth helped create the space within which significant inner and outer transformation was possible. She is a joy to work with and learn from!

*-Licia Rester-Frazee, Managing Director of Programs, Admissions, and Marketing,
University of Santa Monica*

CFJ was my coach for 6 years privately and I was also a student in the University of Santa Monica's Soul-Centered Professional Coaching program, which she taught.

I have two words to describe her coaching, "loving bulldog". Carolyn is tenacious. She will hold you to your word, ensure you're held accountable, question your motives, help you dig deeper than you knew you could, and keep you on course in your journey. Sessions with her are as much guideposts as they are wake-up calls.

Carolyn is also incredibly loving, supportive, understanding, and compassionate. I always felt free to share anything with her - knowing that however uncomfortable the subject, it would be met with acceptance and understanding. I became a stronger coach with Carolyn, and I became stronger in my life in general - both in my relationship with myself and with others.

Here's an example - my business partner and I would do joint coaching sessions with her from time to time when we were getting into challenges. We'd show up in a tense, not a great place and proceed to have very direct and uncomfortable conversations about our working relationship in the business and our frustrations with each other. She didn't care how intense it became - she held our feet to the fire and wouldn't allow us to back away. Each time, this would lead to us each taking responsibility and looking at the ways we were each getting in the way of making the partnership work. As a result of our work with her, we understand and appreciate each other a heck of a lot more, and are way more effective partners because there's a lot less crap in the way.

Lastly, she's "normal." What I mean by that is that she has a normal life, a normal family (with their issues and challenges), and she's done the work. Because of this, she can relate to you right where you are, listening to your issues and sharing about her life's challenges while she helps you through yours.

She's someone that will help you in every way, shape, and form, move the needle.

-Andy Petranek, Coach & Co-Founder & Chief Evangelist of the Whole Life Challenge

To learn more about The CFJ Coaching Success School, go to:

<https://www.carolynfreyerjones.com/coaching-success-school>

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