

Summer Camp for Coaches

WITH AMBER KRZYS PRESENTS

SEVEN BIG IDEAS FOR

Coaching Success

BY AMBER KRZYS & CAROLYN FREYER-JONES

Fierce Loving®

SEVEN BIG IDEAS FOR COACHING SUCCESS

by Amber Krzys and Carolyn Freyer-Jones

I'm guessing you're a coach because you want to make a difference for yourself, your family and the lives of your clients.

Maybe you want to experience greater freedom (financial, time and location)?
Maybe you want to impact someone's life the way your coach has impacted yours?
Maybe you want to honor the calling in your heart, grow your confidence and see what's possible to create in your work? Maybe you want something else?

No matter what that is, these Seven Big Ideas for Coaching Success, will help you on your path.

The ideas shared in this e-book are called big ideas because that's what they are. They may seem small or inconsequential—and I offer that that is a fallacy. The most profound spiritual teachings are often the simplest ones. They are simple by design—easy for the mind to grasp, and a bit more challenging to live in practice. The same is true here.

Take in these ideas and then build them into a practice. Transformation occurs through implementation. The more you apply the actions shared in these pages, the more you'll experience the “bigness” available through them.

To give you even greater perspective, I invited Carolyn Freyer-Jones, master coach and the founder of The CFJ Coaching Success School, to join me in sharing her insights for each of the seven components covered below.

May the ideas shared in this e-book bring you greater insight, clarity and prosperity.

With Fierce Loving,
Amber Krzys

BIG IDEA NUMBER ONE

Comparison

FROM AMBER KRZYS



From my previous life as a performer to my current life as a coach, one could say I'm highly familiar with patterns of comparison. I could share many a story about sinking into the darkness of despair and not-enoughness, triggered by a moment of jealousy. This happened a lot at the start of building my coaching practice.

My experience of comparison has thankfully lessened over the years—especially as I've gotten more comfortable with my way, and what's aligned with my path.

One of my favorite go-to resources on this subject is an article written by Michelle Bauman, my dear coach and mentor who passed away in 2015.

I'll let her words inspire you as they do me:

COMPARISON, JEALOUSY AND DISPARAGEMENT

by Michelle Bauman

Comparison, Jealousy, Disparagement: I easily get tangled in these spirit-crushing activities when I look out into the world (especially the social media world) and I see what other coaches, women and families are doing.

This kind of thinking stirs up my feelings of “I’m less than” or “I’m not enough.” And, in that insecure state of mind, I have an almost compulsive urge to take massive action to “catch up” (and hopefully make that “not enough” feeling go away).

I start thinking about all the things that I “should” do—start a newsletter, get new pictures taken, update my website, write more, take more trips, have more dinners out with friends, and for sure take more pictures of myself having fun, and so on. I judge myself in the name of “catching up” and doing it “right.”

I start driving Carolyn, my business partner, crazy with my urgency about what we are doing wrong!

And, it feels gross!!

As Carolyn and I coach people, I know I am not alone—and often, when clients share their goals (e.g., lose weight, make more money, change jobs), we find these goals are fueled by how they compare themselves to others and an assumption that if they were [fill in the blank – thinner, richer, more interesting], they would feel happier and more fulfilled. The desire to take action in an attempt to make that “not enough” feeling disappear is widespread.

Great plan . . . except it doesn’t work!

If our goals are motivated by self-judgment, even if we achieve them, the feeling of “not enough” remains. Robert Holden says it best: “No amount of self-improvement can make up for any lack of Self-acceptance.”

Part of creating successes that stick—that feel really good inside and out—is learning how to let go of self-judgment and how to listen deeply to what we authentically want to create—apart from what anyone else is doing.

As we learn how to live from a place of self-acceptance, we can create a life that is authentic to us and one that thrills us!

For me, I have found one powerful and surefire way out of the web of Comparison, Jealousy & Disparagement back into my own authentic life . . . it comes through the words of Mother Teresa: “There are no great things, only small things done with great love.”

As soon as I remember this wisdom, I relax. There are no great things. So no matter how great anyone else’s life looks—it is no greater (or less than) my life, my work, my project. The only variable that matters is love. So, how much love can I give right now to the people right in front of me, to the work that is here for me to do?

And, then just like that, I’m back in the flow of serving and creating and making the difference that is mine to make. I’m back in the experience of joy and possibility and gratitude. I’ve dropped the unhappiness of chasing after someone else’s life. And I’m back in the beauty of my own.

This is where it gets exciting. If there are no great things, if whatever you choose to do (as “big” or as “small” as it might be) is just as great as what anyone else is doing—if the only thing that really matters is how much Love you pour into what you are doing—where do YOU want to share your great love?



FROM CAROLYN FREYER-JONES

On the show Schitt's Creek the character Moira Rose says, "Gossip is the devil's telephone, best to just hang up!"

I think of comparison as the devil's espresso (and I LOVE coffee) – best to just not drink it. One sip and we are down the rabbit hole of, "To compare is to despair." It's a high test drink and we are immediately hijacked. Comparison tends to leave us nowhere that's valuable – and – it often can derail us from action, from moving our work, our unique expression as professional coaches forward.

Has it occurred for me? Oh yes. More than I can count. It's a practice over time, to pull myself out of the devil's espresso cup, with its steamy aroma. It looks tasty in the moment and it's immediately bitter. It's not well made...it just LOOKS well made. Step away from the espresso and instead, lean into the warmth and expansion of latte's for all, whether you like oat milk, or almond milk, or cow's milk—there's something for everyone and YOU are a unique cup of well made coffee that has people who want to drink from the same cup.

BIG IDEA NUMBER TWO

Consistency



FROM CAROLYN FREYER-JONES

The definition of consistency is the achievement of a level of performance that does not vary greatly in quality over time.

The word itself feels so, I don't know, boring? Yet the definition is truly exciting in the realm of professional coaching. Truly great coaches aspire to deliver high quality coaching consistently, regardless of situation or circumstance. The same goes for enrollment—does the quality of my enrollment stay at a high quality over time, as in over the years as I grow as a coach? Can I learn how to enroll from my heart and with excellence and service, without attachment and achieve a financially strong business with clients I love?

That makes the practice of consistency WORTHY. Learning how to do anything consistently leads to magical and very unboring results. PLAY with being consistent.



FROM AMBER KRZYS

Routine. Non-glamorous. Regular. And highly, transformational.

These words sum up Big Idea #2: Consistency.

To become fluent in a new language requires consistency.

To reshape your body requires consistency.

To play the piano well requires consistency.

To have healthy teeth and gums requires consistency.

Why would creating a thriving coaching practice be any different?

Coaches know this. They understand that mastery comes through repetition. And yet when it comes to the daily tasks of growing a business they let other priorities/distractions get in the way.

They wait to feel inspired to take action. They spiral on the question of what to do—write a social media post, create a podcast, develop their branding/website, put together a digital product or send an invitation to a conversation. And, if the latter, they ponder who to send an invitation to.

The fear of rejection/judgment/failure/success becomes bigger than what they want, allowing avoidance to become the habit.

Consistency is also a habit. It requires effort because you're implementing a new action—something that's outside your comfort zone—and the only way to expand your comfort zone to include that new action is to do that task over and over again.

The process is simple. Courageous, yet simple.

What new action are you going to practice daily this week?

Don't wait to start. Your future self is depending on you.

BIG IDEA NUMBER THREE

Action



FROM AMBER KRZYS

A successful coaching practice isn't created through magic. It doesn't come to fruition overnight; nor by happenstance or rainbows and fairy dust.

A successful coaching practice is created through regular action. It requires grit.

Angela Duckworth, in her book, *Grit: The Power of Passion and Perseverance*, says, "Grit is passion and sustained perseverance applied toward long-term achievement, with no particular concern for rewards or recognition along the way. It is the hallmark of high achievers in every domain."

Whether you identify as a high achiever or not isn't the point. The point is that "doing" is the way. It's how results are produced.

If you're already prone to taking action, great. Keep going. (If you work yourself to complete burnout or consider yourself a workaholic, you may want to invite in more grace. See what I mean here. LINK: <https://amberkrzys.com/is-your-grit-blocking-grace/>)

If taking consistent action isn't your go to, there is good news! Grit, according to Duckworth, can grow. Meaning it's like a muscle that can be strengthened through regular use.

The question is, will you follow through on the actions necessary to grow your coaching practice?

The best place to start is by picking one small action. You don't have to take a huge step—a baby step will do. Maybe you come up with a list of actions you can take and then schedule them on your calendar each day. Maybe you read through your emails over the last three months to look for people who were asking for help without directly asking for it. Maybe you invite someone to a conversation or something else.

I encourage you to limit your study time. Don't get me wrong, reading books and listening to podcasts on growing your practice are great. I'm all for learning. And, the best place to get results is through reaching out to someone you know that you would love to coach—or someone you know that you can serve.

This is often the most uncomfortable action, which is why it produces the biggest reward.

Lastly, if you must, find an accountability partner where you both make a clear commitment and follow through each day.

Coaching is about showing up for work. Action is the work.

FROM CAROLYN FREYER-JONES



Small action steps taken over time lead to significant results.

Is there anything else to say?

The Universe rewards action, not thought. Strong coaching practices are not built in our minds—they are built in external reality, through our consistent taking of action.

Can we be a mess when we start learning this?

Absolutely. Can we learn to be less messy as we learn? Absolutely.

Action is the thing that is required, regardless of how we feel and how we think. There's no way to think our way or feel our way into clients without action. I know many great people, people who I see as gifted and extraordinary who have spent enormous amounts of time thinking about leading a group, or getting into corporate coaching, or inviting someone to sit with them, and have not yet taken the action steps. Some of these people have also not hired coaches or stepped into programs that will help them get into action—because they are also thinking about the “right time” to do all of this.

I have taken lots of imperfect action. LOTS. People have sometimes wanted me to slow down and take action that was more well thought out, or at the least, was better researched and practiced more carefully (and they were right a lot of the time). AND I'll take imperfect action over non-action any day because at least it's starting to put something into physical world reality.

Stop thinking—and start DOING. That's when the world changes—and that's when YOU start changing the world.

BIG IDEA NUMBER FOUR

Recovery

FROM CAROLYN FREYER-JONES



Recovery is a critical part of the profession of coaching, because we are often creating and doing—and then there's the opportunity to rest and renew. This is as vital as the creation part, because in resting and renewing, we can be restored.

Some of my best ideas have come in the recovery, after I have finished a project or completed a coaching group I was running. Recovery is often overlooked by hard working coaches and professionals everywhere, and it's making a comeback. Be part of the comeback.



FROM AMBER KRZYS

How quickly you recover from a setback is a key component of success in any field.

Imagine if a singer let a crack in their voice or that they forgot a lyric hinder their remaining set. Or if a basketball player got thrown by missing a three-point shot and made silly mistakes the rest of the game.

How disappointed would you be if you were in the audience and witnessed either of those? You'd likely wish the person would just "shake it off" and move onto the next play.

Recovery is exactly that—how quickly can you "shake it off" and stay the course?

The longer you let discouragement, doubt, self-judgment, or criticism eat at you and keep you out of action, the longer it will take for you to a) feel better and b) succeed.

No's are a part of this profession. As Steve Chandler says, "Yes lives in the land of no." Re-frame your no's to have a new meaning—and stay the course. No's mean you are closer to a yes—that you're in the game and improving your skills.

Instead of holding out for perfection, appreciate yourself for sending a good enough invitation. Because...done is better than perfect!

No successful coach got where they are without teaching themselves to "shake it off" and keep going.

What will help you the next time you experience a string of no's or have back-to-back no-shows on your calendar? What will keep you from collapsing into despair and help you "shake it off" and stay the course?

Whatever your answer, write it down and test it out. Stopping for long periods of time will impede your progress—and ultimately make you work harder in the long run.

BIG IDEA NUMBER FIVE

Priority



FROM AMBER KRZYS

Michelle Bauman, my dear coach and mentor, would say: If an alien came down from another planet, didn't speak your language and watched you for a week, it would know what's most important to you. Just by watching and seeing where/how you spend your time.

The actions you take day-in and day-out become your life. What is on your calendar now is how you live.

If an alien watched you for a week, what would it see?

Would it see you serving your clients? Carving out time for client acquisition? Sending invitations to conversations? Creating a complimentary event?

Or would it see something else?

A successful coaching practice isn't created by wishful thinking. It doesn't come to be because someone is lucky. It's created through dedication, willingness, and daily action. In other words, the uncomfortable inner and outer practices required to thrive become a priority.

I'm going to ask again because I think it's worth slowing down to answer:

If an alien watched you for a week, what would it see?

There is information here that will serve you, if you make answering the question priority!

PS: An alien would see me walking and snuggling our dogs, reading *The Untethered Soul* by Michael Singer with my husband, volunteering at a dog shelter, serving my clients, having conversations about The CFJ Coaching Success School, preparing updates to my website, participating in cardio tone classes and studying *A Course in Miracles*.



FROM CAROLYN FREYER-JONES

What's your priority right now?

Do you know?

I just completed a huge priority for me which was caring for my 86 yr old mother who spent the winter in Los Angeles after my dad passed away last July. It was a crystal clear priority. I devoted almost 2 hrs a day to her, 6 days a week as she lived in an apartment about 7 minutes from me. We walked almost every day, or ran errands for her, or went to medical appointments, or went for coffee. This priority took precedence over my business—by choice (and my business is strong, so this was OK, FYI).

There have been times that my priority has been my business. Again, when it is it's crystal clear. Or my daughter, or my husband.

Knowing your priorities (vs being on the fence and hedging about your priorities) is a significant opportunity for coaches. I talk to coaches a lot—and I often hear coaches SAYING their business is a priority and yet when we slow down and look at their calendars or their bank accounts, this doesn't add up. Their calendars don't reflect time in inviting, time in connecting, time in the awkward, "I don't know who to talk to" time.

Be honest if you aren't ready to make your coaching business a true priority. If it's a part time priority that's totally OK—it was for me when I was working full time at the University of Santa Monica. Be real with yourself about it because that's where good things can happen. I'm for you if it's a part time priority or a full time one. When we are one with our word, then things can occur.

BIG IDEA NUMBER SIX

Money

FROM CAROLYN FREYER-JONES



I really like money. I'm willing to make a lot, and I'm also willing to not make money when other things are my priority. I can do that now because I know how to make money, which I didn't for a long time. I doubted money, I doubted my ability to make money, I thought other people could do that.

Then my coach Steve Chandler came into my life and started to show me that in fact, I was someone who could make money—that it wasn't a secret club

of people who were pre-chosen before birth, who were good at math and knew something I didn't.

This was revelatory to me—to have someone in my life who saw me as utterly capable of this. Please don't misunderstand, my parents thought I was great—they just didn't necessarily think I'd ever be someone who could or would make a good amount of money. They assumed, like them, I'd have a decent job and that would be that.

This is the power of a coach in a coach's life. To have someone who starts to help you dismantle your old and ingrained ideas about yourself and money.

Money is not some foreign thing to me anymore. It's a tool—something I get to earn and I get to share with others, for the betterment of people and the world, including my world.

It's learn-able—it's do-able, as Steve Chandler would say.

Let's do the do-able and learn how to make money. That's what we do every day in the CFJ Coaching Success School, and it's one of the most fun things to see someone start to make money with grace and ease, and do it again and again!



FROM AMBER KRZYS

Your bank account is talking. Are you listening?

Growing a coaching practice (or any business for that matter) can feel overwhelming—no matter how long you've been at it. Should I focus on individual clients? Leading groups? Growing my email list? Building a presence on social media? Creating an online program? Buying Facebook ads? Bringing on a team member?

It's exhausting just writing the options, much less choosing one. There are so many questions. And the answers only come through trial and error—by taking action and receiving feedback.

One very clear form of feedback is your bank account. Are the actions you're taking bringing in the revenue you want? If no, it might be time to adjust your plan.

One of my clients has been immersed in online marketing for years. She knows how to grow a list, create sales funnels, and lead joint-venture promotions, yet, she experienced mediocre results in filling her own programs.

Another coach I supported has a massive following. She leads a highly successful podcast, and yet, wasn't making the kind of money she wanted.

Both of these women received the feedback from their bank account and decided to learn a new and different approach—one based in service, not sales. One where giving was the focus, not getting. And, they each experienced amazing results.

The first client used what she learned to enroll 25 people into her first live workshop. She filled it in two weeks.

The second client sold-out her retreat for the first time ever by applying what she learned.

Most coaches (creatives, consultants, therapists) love their craft and hate business development. I know because I was one. I just wanted a waitlist of people who wanted to work with me. And, I very quickly realized, if I wanted to eat, I needed to do something else while building that waitlist.

Learning to love business development was a choice that changed everything. Through trial and error, I discovered how to grow my business with heart, meaning, real connection and real results. I found a love of money—and a clear understanding of how to create it.

Teaching other coaches this process is one of my favorite things. I love freeing someone from their limiting money stories so they can more deeply serve themselves and their clients. Most coaches enter this industry to make a meaningful difference. That difference only increases when they make money. Good people, making good money, do good for the entire world.

BIG IDEA NUMBER SEVEN

People



FROM AMBER KRZYS

Coaching doesn't exist without people. If you had no one to talk to, you wouldn't get very far as a coach.

Learning to respect and regard the person in front of you—to be curious and generous with your listening, to understand the sacredness of this one conversation and the ripple effect it can create in the world—is everything.

At the start of my coaching practice I wanted to be the Tony Robbins of body image. I wanted to impact millions of people. And the belief system that more was better or bigger in some way actually held me back. It created a lot of pressure inside.

That pressure went away when I started working with Michelle Bauman. She wasn't concerned with making a difference in millions of lives. She was concerned with making a difference in my life. And that she did a millionfold.

It was through my work with her that I developed a reverence for this work. It's a privilege to intimately know the inner workings of another human being. It's an honor to see them, challenge them, celebrate them and partner with them in living a life beyond their wildest dreams.

As you continue to grow your coaching practice and community, do yourself a favor and generously give to the person across from you like they are the only person in the world.

Remember, one is enough.

And then the next one.

And the next one.

FROM CAROLYN FREYER-JONES



The final big idea...people. The most important big idea of all. People are what makes this profession extraordinary. Serving people is honorable, especially serving people in their transformation. The coaching of people is an honorable calling. I'm so grateful to get to be part of a person's life—one person's life.

Many coaches want more people—they say, “More, I need more clients, I need to talk to more people!”

As Steve Chandler said, “I only need one person.”

If I could say anything to you, it would be to remember that it starts with one person. You don't need a bunch of clients, you need one. And then another. And then another.

We start wanting bunches of people and we are out of the business of the intimate nature of coaching. Yes, many coaches want to scale UP, to coach hundreds and make millions.

Not me—I want 10-12 fantastic individual clients over and over again, plus some other fun stuff like groups, talks etc.

Whatever YOU want, slow down to remember that one person, one individual is a remarkable thing. The privilege of one conversation on your calendar, to be with someone for a period of time to talk about their lives—is there anything better?

Don't set aside 20 minutes for them. Set aside 90 to 120 minutes. If you don't know what to do with someone in 90 minutes, then you have something else fun to do... to learn to coach so deeply that 90 minutes feels like 20 minutes. This is the art of transformational coaching, and this is the art of enrollment, truly heartfelt enrollment.

BIG ideas take time and effort.

You can do this.

I'm so glad you are here, in this profession, at whatever stage you are at.



ABOUT AMBER KRZYS

Born and raised in a single-parent home in Charleston, WV, Amber attended Point Park University where she received an BFA in musical theater. She moved to New York City to pursue her passion of acting, ultimately working on Broadway and touring with the musical Mamma Mia. In 2009, she left the world of theater and earned an MA in Spiritual Psychology from the University of Santa Monica. She founded two flourishing businesses as a professional coach and facilitator—bodyheart and Fierce Loving, Inc.

Amber has a thriving coaching practice where she serves a wide range of individuals, including actors, film makers/producers, moms/dads, small business owners, coaches, and corporate and creative executives. She also creates and facilitates her own coaching groups for body, leadership, business growth and life.

Amber is lead faculty for The CFJ Coaching Success School, a six month program for coaches of all backgrounds and styles focused on the art of client acquisition through serving. Her work as an international speaker has been featured at TEDx Malibu, MSN, the White House blog (Obama administration), Camp Climb, Conscious Divas, Fear-Less Freedom Summit, University of Southern California, Penn State University and more.

Located in Los Angeles, Amber lives with her husband and two rescue pups. In addition to continuing her own education about leadership, loving, equity, justice, and inclusion, Amber also volunteers regularly at a local dog shelter. She is committed to Fiercely Loving her life and helping her clients and community do the same.

Learn more at www.amberkrzys.com

ABOUT CAROLYN FREYER-JONES



Carolyn Freyer-Jones, M.A., has been coaching women and men for over 15 years, assisting them in their growth as leaders. Her clients include corporate executives, business owners, authors, lawyers, television hosts, salespeople, and more.

Carolyn has supported clients in launching new businesses, strengthening relationships, transforming careers, and experiencing greater success, fulfillment, peace, and joy. She loves supporting service

professionals in growing in their ability to be powerful and effective enrollers—many of whom have experienced results of growing their income two and three times. Carolyn is a long-time champion of women who has developed and co-facilitated a series of dynamic women's coaching groups. Carolyn developed 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 was one of the lead faculty members for the Program. She graduated with a Master's Degree in Spiritual Psychology in 1998 from the University of Santa Monica and considers the Principles and Practices of Spiritual Psychology to be the foundation and springboard for her work in the world as well as her personal life. She is also the founder and co-lead faculty member of the CFJ Coaching Success School in Los Angeles, CA where she supports coaches in learning the art of client acquisition through service. Carolyn and her husband, John Jones, have been married for over 20 years and have a daughter, Lucinda, who brings them great joy and many opportunities for using their University of Santa Monica education.

CFJ Coaching Success School: www.carolynfreyerjones.com



ABOUT THE CFJ COACHING SUCCESS SCHOOL

The CFJ Coaching Success School is the only school dedicated solely to teaching coaches how to create a financially successful coaching practice through slowed down, meaningful conversation. 50 coaches are accepted into this highly rigorous, experiential, and fun 6-month school each year. Coaches submit monthly reports sharing their earnings and business building activities along with questions and receive written feedback. In every live class session coaches do inner and outer work to strengthen their professionalism, leadership, and ability to slow down and connect in enrollment.

To have a conversation to determine if the CFJ Coaching Success School is your next step email:

Carolyn Freyer-Jones at carolynfreyerjones@gmail.com

OR

Amber Krzys at hello@amberkrzys.com

What Others are Saying

ABOUT AMBER



I am currently enrolled in Amber's Advanced Group for Coaches and it has been amazing. I call it a one-stop-shop for coaches. What I mean by that is the group not only focuses on goal line successes but also inner ones too. For example, so far with Amber's expert coaching, I've launched my website, had my highest billings month to date (\$56K), faced my fears of experiencing deeper intimacy with my husband, and learned to dream bigger dreams for myself. I'm so happy I've made this investment for myself and you will too if you dare to dream and choose to work with

Amber. Your coaching practice and your LIFE will never be the same—it will be glorious.

AMY HRUBY | Executive Coach



Working with Amber has been life changing. In a very short time, I was able to drop old stories, gain clarity on how I love to serve and anchor into my own style of leadership.

I co-created a thriving hybrid coaching-psychotherapeutic practice meeting my financial goals in less than 6 months. And, I did this without having to work harder or sacrifice more.

I am so grateful for Amber's love, encouragement and her ability to mirror back to me who I really am in those moments when I had forgotten.

JACQUI MENDEZ | Licensed Family Therapist & Professional Life Coach



From day one, Amber's presence in my life has continued to enrich, expand and deepen me in ways that continue to surprise me. It's led to a thriving personal life as well as a robust and deeply fulfilling coaching business.

Prior to my apprenticeship, I coached under Amber in various ways for 2 years. However, the apprenticeship was like a "superboost" for my life and work. It became a magnet for quite literally everything I have wanted for most of my life.

Specifically, this program was the biggest financial investment I have ever made in myself, and I made my investment back the month after I launched. A lot more goodness happened as a result as well: My husband and I bought our dream house, I increased my client load and created new programs, AND I worked less hours and took a lot more time off, felt more spaciousness in my life, and had extensive time with my daughter.

Apprenticing under Amber also brought me across the threshold of running a multiple six-figure coaching practice before we were half way through.

The internal and external gifts of coaching with Amber continue to flourish. I'm deeply grateful for this profound opportunity and how much expansion it's brought to every area of my life. It has been unforgettable and truly life-changing."

Sarah Goodson | Executive Coach, Founder of Three Beats Consulting

What Others are Saying

ABOUT CAROLYN



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



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.

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



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