



Here's to your Confident-Life!™

How do I know if I need a Coach? ...and if I do, how do I select a coach?

By Susan L. Axelrod, CCP

Have you been wondering if you should hire a Life Coach? And, if so, how do you find one and select one? I had these questions myself for years; then, I found myself at a turning point in my own career and launched myself as a Coach, finally doing something professionally that I had done for free for decades. In this brief article you'll find some thoughts to help guide you about hiring a Coach. This is *not* a white paper, just a quick elbow in your side. Because, **if you're wondering if you 'need' a Life Coach, the answer is this: whether or not you 'need' one, working with a coach will immeasurably alter your outlook, your achievements and your life.**



Let's get started!

How do I know if I need a Coach? Here's what I've learned:

Everyone can benefit from having a Coach, yes, everyone.

Why should it be just athletes and performers who benefit from having a Coach? Because the best do, right? You know that. Literally, what do you think a football 'coach' is? Or a voice 'coach.'

But why would *you* need a coach? To get better at life! ...or work, marketing, fundraising, leadership, SEO....anything you want to get better at, including getting better at just feeling better. Among my clients have been a young teenage girl looking for self-assurance, a 30-something woman wanting to learn to negotiate at work, a 40-something writer breaking through blocks, a 50-something woman CEO in a man's world, a 60-something man wanting to start a new career. All have one thing in common-a desire to be more confident. Each asking: Am I doing it right/getting it right/on the right track? Each in different decades of life, different fields and paths, yet each benefitting from working with a coach to get clearer and more confident.

What is it that you are thinking about these days? [Whatever it is, there's a coach to support you.](#) Whether it's a life coach, an executive coach, a career coach, a speaking coach or a Confidence Coach like me, working with a Coach is effective to offer breakthrough from fear or resistance, clarity, tools, confidence [but not advice, coaches do NOT give advice, that's a consultant or

mentor] and when you're done with every session, you should feel on-track and on-purpose about your area of concern/improvement.

Here's what one successful person says: *“Everyone needs a coach. We all need people to give us feedback. That's how we improve.”* [Bill Gates] ... what's that you say? You're just a 'regular' person, not a billionaire CEO? So.was.he.



What does a Coach do? Here's what I've learned:

A Coach asks questions, listens deeply, helps you breakthrough resistance and bring you into alignment with your goals.

A Coach can help you see yourself as the person you want to be. Asking thought-provoking questions and Tools for you to see yourself as the person/worker/producer you aspire to be. Coaches help you look to your best future in your area of focus, whether that's 'life,' work, or hobby. One of the Tools I use is visualization. I live it, breathe it, teach it, refine it and offer it to every client. [How do you think Olympians win?](#) Why can't 'regular' people do the same? I have a myriad of other original Tools that I have created from my own personal development/journey. My primary goal with clients is to move them to a place of self-leadership mastery regarding their work with me.

Some Coaches will work with you for long periods of time [a year or more]. My style is shorter/high-impact get-you-on-your-way-now-to-the-success-you-desire, my typical packages are four months. What I do: in my long Discovery Call, I listen, ask clarifying questions and then propose the articulated Goal/s and work. When we agree, we work co-actively sticking to the Goal/s and check-in at the end of every call-are we on track? Do you feel on-point/on-purpose in this work? We hold calls [in person or via phone or video], I ask/you answer, we deep dive together and come up for air together. What do other Coaches do? You should be able to see in advance what they do/how they work from their website. If that's not available, you want to have a detailed personal referral so you know exactly what you'll be doing with a coach.



How do I select a Coach? Here's what I've learned:

Connect personally first, have a long call to vet the 'fit' [style/experience/process].

It doesn't matter whether you

1. ask everyone you know for a referral [one good way to find a coach], or
2. find a coach on the internet by typing in 'X-type of Coach near me' [another good way to find a coach], or

3. see a Coach posting something that resonates with you on social media and you find their website/contact them [another perfectly fine way].

[yes, I did say #2 and #3 are fine, most of my paying clients have found me this way and I've had wonderful client relationships with them; many have renewed with me and most of them have referred other clients].

Key to a successful relationship is a long Discovery Call, to show you that they're willing to invest in you as a potential client by spending the time to learn about you and why you contacted them. They should listen to you and the questions they ask should show you they are listening to you. Feel how you feel in the conversation-if you feel uncomfortable in any way, they're simply not the coach for you. No problem, there are lots of us. Keep looking/vetting and you will find the person to help you become the better you that you want to be. NOTE: this is MY style, I believe people can be *comfortable* on the way to being pushed, challenged to grow/breakthrough, and motivated. You can decide if you are ok with being uncomfortable on the growth path [but don't allow anyone to bully you under the auspices of 'pushing you out of your comfort zone.']

Look for clear [testimonials](#) of their work and don't hesitate to ask for references. A good coach will have at least one or more clients willing to share their coaching experience with you.

If both you and the Coach feel it would be a good working relationship, the coach should then inform you verbally and follow-up in writing about the 'package' [different coaches have different packages] and fees and you both take it from there via acceptance or negotiation if you want to suggest changes [some coaches will/won't negotiate].



Is a Coach worth the money? Here's what I've learned:

It depends on how badly, how deeply, how much you want to breakthrough or achieve.

Money and the cost of coaching can be a huge block. It has been for me in the past, so I get it. Sometimes I am amazed at the people who hire me and how they find the money to pay me. I'm always humbled and honored for the trust they put in me and I work hard to respect and be responsive to that trust. How much does a Coach charge? It varies greatly. For my first two years as a professional Coach, I charged a *very* small amount as I got my footing, found my 'space' and vetted client-response to my work. As I got consistent positive client feedback, I raised my prices. Some say I charge too much, clients say I do not charge enough considering the value they receive.

I have found that clients who are clear on what they need to work on/accomplish are happy to spend the money ['best money I ever spent']. They realize their own need and their investment helps them commit, take it seriously, do the work, show-up and ultimately achieve. Without fail, when I offered free coaching services to someone who doesn't want to pay [I did this early on, as a way to start getting business], I found resistance to the work and poor results. Even charging small amounts made a difference. I will create packages on a sliding scale, especially for women-

in-need. Certainly, you can ask your coach if this is something s/he will consider if you want, but can't afford, the fees.

Finally, I created this *Affirmation Pic* to help you think about yourself, your goals, your path....



What if....

I'm always around on FB and LI [under 'Susan Axelrod' on both]. If I can answer more questions, I'm happy to. I just love my work with my clients, but I realize that most people have no idea about the benefits of coaching or how to go about it all. Or, feel free to email me questions at: susan@confident-life.com.

No obligation, just ask-away!



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PS If this article hasn't been helpful, don't be deterred! I just googled 'how to select a life coach' and got 416,000,000 hits! Go find yourself a great Coach!

Susan Axelrod is a certified coach practitioner, she works with clients from around the country doing most of her coaching by telephone. She finds that the anonymity of the telephone offers her clients best impetus sometimes for greatest success. [See testimonials of her work here.](#)