

Invest in Yourself So That You Can Invest in Your Clients

By pursuing your own balanced and fulfilling life, you are also ensuring that you are better equipped to help your clients do the same. Recognize that you are a model for your clients. If you are overextending yourself and not taking care of yourself, it will affect the quality of your coaching and affect your business. You'll find yourself having a hard time getting and keeping clients, feeling exhausted, and wondering if you are a "bad" coach. The truth is that you have not been paying attention to your own needs. If you don't spend enough energy and time on yourself, you won't have enough to spend on your business or your clients! Here are some tips to help you stay in balance.

- Hire a Coach. Every coach needs to have a coach. This is especially important during the beginning stages (1-2 years) of building your practice. Most new coaches have never been self-employed and don't realize how hard it can be to stay focused and motivated. A seasoned coach serves two purposes: one is to help you learn what to do and make progress toward your goals, the second is to be a model for your own coaching skills. By being a client, you intimately learn what your clients are going through. Find a coach that is a seasoned entrepreneur and powerful coach.
- Get support. Friends, family, colleagues, fellow coaches, other entrepreneurs and small business owners — they are all potential sources of support. Starting your own business can be a lonely endeavor. As humans, we are social animals and we need an amount of social interaction. Staying in touch with the other participants in your CTI classes and joining your local ICF chapter are both excellent ways to build a coaching-related support network. Build up relationships where you can call each other during a rough day, celebrate a success, or just "shoot the breeze" and unwind.
- Continue to grow. As with all humans, it is important for coaches to continue growing and learning new things. The more in touch you are with yourself and your process, the better you will be able to serve your clients. Many coaches find that participating in some type of daily or regular practice — spiritual, physical, social — helps them to be grounded, growing, and peaceful. The key is to find what works for you, realizing that there is no "there" to get to, it is all a journey and process.

About This Document

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