



The
CONFIDENT COACH

**7 WAYS TO BUILD
CONFIDENCE IN YOURSELF
& YOUR COACHING SKILLS**

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One of the most common problem plaguing new coaches is a lack of confidence.

Yet, having a sense of confidence in both yourself and your coaching ability is crucial if you want to succeed as a coach. Your potential clients will sense your confidence or lack thereof from a mile away. And nobody wants to be coached by someone who doesn't have confidence in themselves or their coaching skills. After all, why would someone believe in you if you don't believe in yourself?

So how do you increase your confidence as a coach? That's what this book is all about.

Step One: Feel The Fear & Do It Anyway

Many years ago, I read a great book called "Feel The Fear and Do It Anyway." In it, the author, Susan Jeffers speaks about the fear we feel when we attempt something new. And she speaks about how we often wait for the fear to go away before we take action. But her advice is to "feel the fear and do it anyway."

And that's exactly what I would encourage you to do. Regardless of whether it's fear of getting on camera or fear of actually coaching clients or fear of trying something new, whatever the fear is, don't let it stop you from taking action.

Successful coaches take action even when they're afraid.

And here's the thing. The first time you do something, you'll always be afraid. But each time you repeat that action, a little bit of the fear disappears, until finally, you're not afraid at all.

So right now, think of one action that would make a huge impact in your coaching business, but that you are afraid to do. Then go out and do it.

Step Two: Building Confidence By Building Your Skills.

Are you confused about what coaching really is? If someone asked you what coaching is, could you define it? If someone asked you what it isn't, could you instantly tell them?

Do you know the difference between coaching and counseling? Coaching and mentoring? When to use all three in your business?

If you answered something like "there IS no difference between coaching and mentoring" then your lack of confidence may stem from a lack of training, which in turn causes a lack of clear purpose.

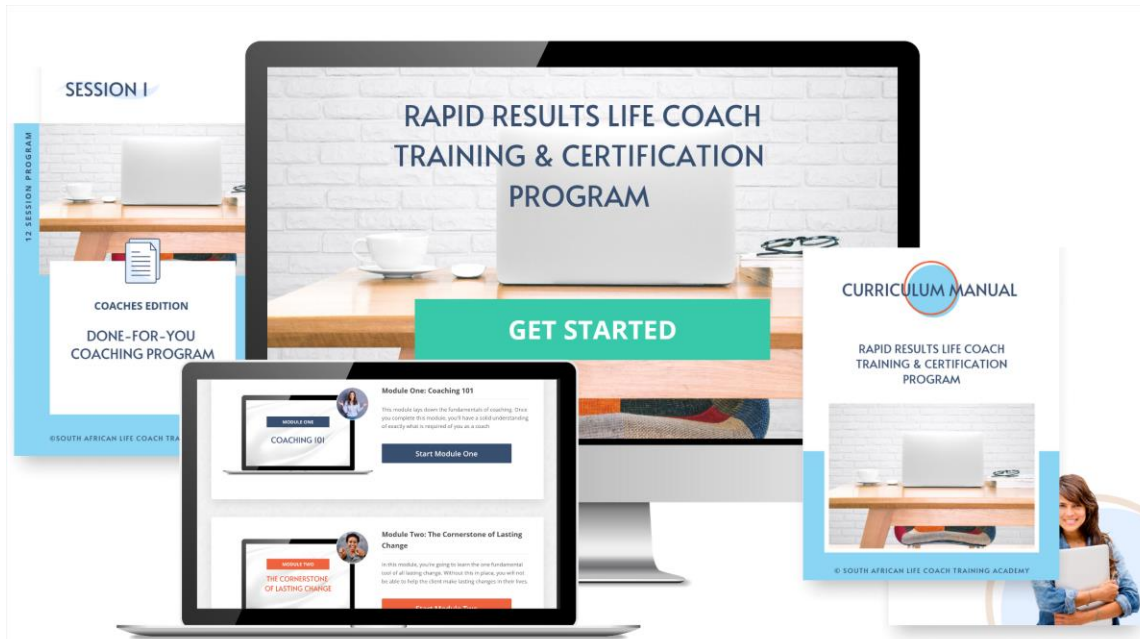
You can easily attend coaching workshops, read books and articles on coaching and take general coaching courses that will endow you with the confidence—and the right—to become a coach.

You can also take courses in your specific discipline.

You don't have to be certified to be a coach. If you have had commensurate life experience, and have succeeded in a field, this may be enough to send people flocking to your door. But if you add an informed knowledge of coaching basics to that specialized skill base, your value becomes even greater—because you will help your clients achieve greater results.

[The Rapid Results Life Coach Training & Certification Program](#) is one of the best Life Coaching Certification Programs that you can take in order to become a certified coach.

[Find out more about the program here.](#)



Step Three: Building Confidence Through Achievement

Getting certified is one way to help increase your coaching confidence. You can also build your confidence through achievement.

The sort of achievements I'm talking about are things that you accomplish yourself. For example, getting that eBook out or planning and setting up your list.

Achievements don't have to be big. They can be as little as following up with one potential client a day or doing one Facebook live a week.

Plan to achieve three things per day as a minimum:

- One small task or action
- One “medium” task or action
- One slightly difficult task or action (or one that you usually procrastinate about)

Once a week, add to that a task or take action on a “big” project or task.

Schedule this “big” project or task somewhere between the middle to the end of your work week, so that you will have your collection of smaller achievements to boost your self-confidence by the time you tackle the “big” one.

Focus on building confidence through achievement especially in areas of your life where confidence is an issue. Even if you are brilliant at helping clients, for example, being insecure about financial matters will significantly affect your business. You would be more likely to under-cut yourself financially by counseling for free, yielding to client pressure for reduced rates, not valuing your own products, and so forth.

Here are several ways you can increase your sense of accomplishment—in varied areas:

1. Personal

Analyze your personal life. What areas drain your confidence? Is your marriage sapping your energy? A chaotic home life? Negative voices from the past or present?

Decide what you will no longer put up with, then decide how you will change the way things are now.

Who can you recruit to help you? Who can you count on?

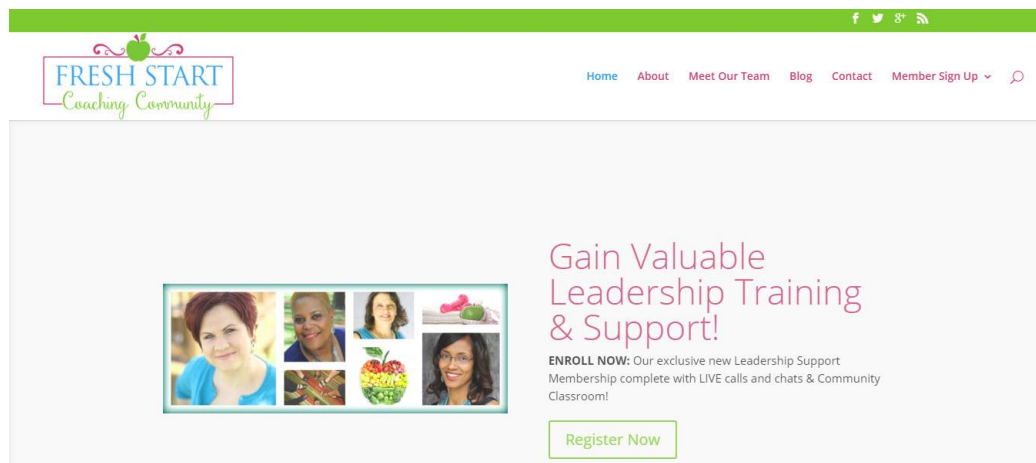
Do you need coaching yourself in personal areas such as organization, communication, assertiveness, *etc.*?

What strategies will you employ to change things or boost your mood, if you feel demoralized or down?

- Self-help books
- Podcasts
- Assertiveness training
- Family meeting
- Becoming a better listener

Remember that even coaches who seem to be powerhouses have down days and occasionally having trouble breaking out of inertia. Coach Bess Blanco of the [Fresh Start Coaching Community](#) shares some of her favorite strategies:

“When I experience paralysis or self-doubt (which seems to come around every so often, no matter how “successful” I feel!) I usually put on a podcast or recorded talk that energizes and invigorates my spirit! TED talks that are about the cause behind my coaching, those are always a way to remove the self-doubt or fear of moving forward. They remind me why I’m doing this in the first place!”



The screenshot shows the homepage of the Fresh Start Coaching Community. At the top, there is a green navigation bar with social media icons for Facebook, Twitter, and YouTube. Below this is a white header with the logo for 'FRESH START Coaching Community' on the left and a navigation menu with links for 'Home', 'About', 'Meet Our Team', 'Blog', 'Contact', and 'Member Sign Up' on the right. The main content area features a collage of six small images showing various people and food items. To the right of the collage, there is a text block that reads 'Gain Valuable Leadership Training & Support!' followed by 'ENROLL NOW: Our exclusive new Leadership Support Membership complete with LIVE calls and chats & Community Classroom!' and a green 'Register Now' button.

It is normal for even the best coach to have a “down” day or feel their energy flattened by a household full of sick children, or the loss of a family pet. These events have to be taken in their stride and dealt with, as do everyday energy-busters that can be changed to achievement-focused actions instead of paralyzing frustration.

While no one can really achieve perfect harmony and balance in all areas of their lives one hundred per cent of the time—and anyone who tells you differently isn’t being honest—you CAN choose to:

- Change personal or family routines that drain your energy
- Get rid of beliefs or behaviors that are no longer working for

you

- Change communication patterns
- Become more assertive
- Enlist peoples' help
- Speak up!

2. Financial

Some of the most effective coaches in the world are virtually unknown except in their own small circle. Why are they unknown? Because their financial beliefs and systems keep them living payment to payment.

It's great to help needy clients—but do make sure you have a policy for **how**, **when** and **why** you will do this. Don't just cave in out of guilt or pressure. You know, yourself, that it's a proven fact: People don't value what they get for free. By all means offer free gifts—but make sure these free gifts accomplish a specific purpose. For example, offer a free gift that...

- Helps people decide they do—or don't—need your coaching—right now
- Gives people the exact tool they need at this time, to get them ready for your coaching
- Helps those who can't afford you right now take steps to remedy that situation by helping them get to the next level
- Gives people options they can use (without hurting your pocketbook or time)

Another financial bad habit is to continue doing everything yourself, leaving only a few hours or a couple of days a week for actual money-generating activities.

- Identify your weak areas

- Ask for help
- Hire qualified people whose passion and specialty is helping you with your financial activities and goals
- Track how much billable time that frees up, and make sure you are making money on outsourcing

If you have bad habits when communicating with others about financial matters, do what it takes to change these habits.

The number one change you can make right now is to make sure you are charging rates you are happy with. If you need to increase them, do so. Set a date and send an email to your subscribers to let them know your rates will be going up. Turn this into an opportunity by pointing out they can still sign up for packages at the old rates until [your new date].

Focus on your achievements, clients and results—and you won't have any trouble justifying your prices, if you're delivering top value.

Finally—don't run from money discussions. If a spouse overspends on a credit card, sit down and have that discussion. If you're going to be late with a payment, call the institution proactively and make arrangements. If your family want items currently out of your budget, sit down and discuss that too.

Learn to negotiate!

It's just as important to do this on a small level (e.g. "We'll pay for new skates—but you'll have to cut the lawn this summer, because we'll have to let the lawn service go in order to save up for them") as on a large scale.

3. Spiritual and Health

Have you neglected your spiritual life lately? It doesn't matter what you do or don't believe. We are all beings of both energy and matter. Re-charging is not just about taking a nap. It's about essential time to meditate, go for a walk, notice flowers, think of others, help your community and stop to appreciate moments small and great.

If you have to, schedule spiritual time in, along with other daily “To Do” tasks.

Here’s a simple tip that anyone can adopt from “Fresh Start for Coaching” coach, [Bess Blanco](#) :

“I do a LOT of deep, count-to-five breathing. Deep breaths and guiding my mind to focus on the bigger picture of my reasons for coaching, by reminding myself that this job is about others, and about providing for my family through this business, I feel refocused and ready to move forward.”

Make sure you pay attention to maintaining a healthy body, as well as a healthy mind. We all know we should exercise, right? Drink lots of water, ditch soda pop and junk food. Start your day with a fresh greens smoothie and stick to a clean and wholesome diet.

It’s very simple - **To be confident, you also need to feel your best**—and taking care of body, soul and mind can provide a tremendous boost in this direction.



4. Business

The number one way to increase your business confidence is not by going into a frenzy of production creation, social promotion or spending money on advertising.

Just focus outward.

Instead of dwelling on your own insecurities, beating yourself up with negative self-talk, worrying about bills or comparing yourself with competitors, focus on being the best coach you can be.

That means actively thinking about your clients and how you can help them even more. It means focusing on your community and getting involved by giving workshops.

It means listening really well. Don't be like the coach who once fell asleep on his not-yet-famous client while she was pouring out her biggest concerns. People have sure heard that story now that she IS famous, many times!

Give your clients your best—and not just your clients. Give your best to:

- Your staff
- Your contractors
- Your service people
- Businesses you use
- Your family

Everyone you interact with at all.

Pay your contractors on time. Follow up on promises—and especially on actions you've said you'll take.

(Getting into the habit of **following up** on promise is also a real, action-taking confidence booster!)

Be the business professional that others only aspire to be, while staying absolutely honest and authentic.

5. Marketing and Promotion

That goes for your marketing and promotion too. Make a plan and follow it. If you have difficulty, hire someone who specializes in areas you need help with and leave the mechanics up to them.

Your job is to know what is going on at all times—think of it as “quality control”—and be yourself.

Make sure everyone hears the real you.

Ultimately, it's walking the walk as well as talking the talk that sells the right people on trying out your coaching.

Remember, confidence is not about having a super-human ego, it's about knowing you are:

- Taking informed actions every day
- Being the best you can be
- Changing what drags you down to things that lift you up
- Fixing gaps
- Realizing that all of this is not rocket science

You choose who you get to be in every moment: And if you have a “down” moment, don't beat yourself up. Rest, regroup, eat something, give yourself a pep talk or just do whatever needs to be done next.

(And stop to praise yourself when you do.)

Step Four: Building Confidence Through Association

Here's another important strategy that coaches (and other professionals) often miss: The importance of building confidence through the people you choose to associate with.

Simply put, if someone in your life is negative and drains you, do yourself a favor and "fire" them.

That goes for negative clients too! That doesn't mean give up on a client quickly, but if they continuously complain, refuse to take action and drag you down, the kindest thing you can do—for yourself and that client—is to tell them up front that they are wasting their own money and time.

(This will either jolt them into waking up—or they'll leave in a huff. Either way, you'll have a huge monkey off your back—and your energy level will soar.)

If the negative person is a family member you can't simply "fire", be proactive and decide in advance on strategies you'll use to deal with them.

These can include:

- Taking assertiveness training (or reading books on assertiveness, if you need to)
- Deciding in advance what you're going to say
- Letting them know you're going to hang up if they become abusive (and hanging up if they then ignore you and start yelling or swearing)
- Choosing to ignore certain behaviors or deciding to see the funny side
- Simply speaking up and letting them know you will no longer tolerate things like abusive language or lateness or whatever is bothering you

But practicing active confidence-by-association not just about getting rid of the negative: It's about choosing to surround yourself with positive people who lift your mood, inspire you and simply make you feel good about life.

Fill the gaps left by the needy, the abusive, and the negative with positive "winners"—and your former ankle-weights won't even want to come near you anymore.

Choose people you genuinely like; or who genuinely inspire you. Choose people with values you can appreciate—ones whose values align with yours.

Step Five: Building Confidence Through Client Results

The very best way to build your confidence is to focus on your positive clients results. Don't let yourself obsess over clients who won't do the work: Make sure you really celebrate those who do the work and reap the rewards.

- Interview clients who are excited about success on your podcast
- Feature them as a guest poster on your blog
- Include them in your "Client Success" section
- Give them a "shout out" on your Facebook Page or in your Facebook Group

Fresh Start coach, [Bess Blanco](#), sums it up succinctly: *"When clients find breakthrough from our coaching - that is a powerful thing! When they apply the strategies I share with them and overcome their obstacles, this is the BEST! On the other hand, when a client is not committed to the process, it is a difficult thing as a coach. The frustration grows when the solutions are available, but the client doesn't utilize them."*

Seeing your clients succeed is always the biggest confidence boost you can experience!

Step Six: Identifying Hidden Confidence Gashers

It's not enough just to find those hidden confidence gashers. You need to know what to do with them, before you can kick them out the door and heal the scars.

Everyone has stubborn roadblocks; everyone experiences resistance. You also need to know how to pick up quickly when you experience a setback.

So what does a setback look like?

Some are easy to identify:

- Your car gets a flat tire—right as you're on your way to a speaking engagement
- A client suddenly quits
- You find out you need to have surgery
- Or some other unexpected event happens that leaves you reeling

Whatever the setback is, what's really important is its importance to you. Next time you have a setback, ask yourself how you rate it on a scale from one to ten—with "One" being a minor annoyance and "Ten" being utter catastrophe.

Context is also important. For example, you might rate the news you have to have a cyst removed from your elbow as a minor nuisance—a "One"—whereas being told you have lung cancer is a definite life-altering "Ten".

When you start rating setbacks like this, however, a wonderful thing often happens: Setbacks you would normally treat as the end of the world get put back into their proper place. That makes it easier to:

- Instantly start assessing the correct action to take, to deal with the setback
- Stay calm about situations that you really don't have to catastrophize over

This will also help you learn to re-frame your emotions into a more positive place, so you can tell yourself calming and realistic things like: “So my tire’s flat. Good thing I know how to change a tire. I’ll just call the organizer and let her know right now—I’ll let her deal with the event schedule while I deal with this tire.”

Setbacks are also wonderful learning opportunities. For example, “next time I’ll leave thirty minutes earlier in case I have another emergency like this.”

The more you face situations and take action (with realistic self-talk), the easier it is to pick yourself up and realize that you’ve got this, you can handle it. And if you truly can’t—there’s always tomorrow.

Step Seven: Find your True Purpose

Sometimes, when our confidence continually goes down the tubes, it's not a situational situation. Meaning, there's an underlying cause that really needs to be addressed.

If you find yourself not wanting to get out of bed every morning, not wanting to coach any clients, and feeling like a leaky bathtub plug that is draining every drop of confidence away, it is time to **start listening to yourself!**

First, identify what it is that is dragging you down.

Then ask yourself "Is that really it?"

Learn to question your own answers as probingly as you would question a client's. Dig deeper. Get to the root.

Half the time you'll discover that you haven't quite hit your true purpose or your business has twisted away from it and you've followed along.

Ask yourself:

- "Am I coaching the right type of client?"
- "Am I really excited and passionate about helping my clients in this area?"
- "What really gets me all fired up and enthusiastic? What gets me in the zone so that time flies by and I'm energized after a client leaves, instead of drained?"

When you treat yourself like your own client (and face the answers) you might discover a simple tweak is all that's needed.

For example:

- Outsourcing all the "office stuff"
- Cutting back one-on-one coaching hours (or days)
- Changing your schedule
- Aiming for a different client bracket

- Changing your coaching method (e.g. doing Skype calls instead of in-office, one-on-one sessions)
- Re-organizing your office
- Giving yourself a real day off (or a “self-growth” day) every week

If something in other areas of your life are dragging you down, decide whether or not you can:

- Get rid of what is draining you
- Add fun back into your life (a.k.a. make more time for you)
- Do more of what you actually love
- Take care of problems you’ve been procrastinating about
- Changing the way you interact or think
- Changing location, country, house, office

It doesn’t matter what your particular confidence-flattener is: Facing it and treating yourself as lovingly and honestly as you’d treat a client is the best way to get your groove back.

If you need outside help (i.e. your own coach)—go for it! If you need a nanny, hire one. A gardener, hire one! Help with the kids, sit your spouse down and ask him to help.

But it all starts with learning—or remembering—to listen to yourself. Then allowing yourself to get back to what truly sets you on fire, boosts your confidence and makes you know you are being true to your life’s purpose.

Let’s finish with this powerful exercise from Fresh Start coach, Bess Blanco. If you take nothing else from this webinar, be sure to put this strategy in practice!

Coach Bess says: “Another way I battle the negativity in my own mind is to revisit the comments, emails or cards that past clients and colleagues have sent me - these are real-life reminders of the difference I am making. They help me step out of the self-focus and back into the other-focus that fuels my productivity!”

So [make an actual scrapbook](#) . Paste in it:

- Testimonials you've received
- Glowing Facebook comments
- Articles about clients who have succeeded
- "Thank you" cards clients (and others) have sent
- Grateful or happy emails from people you've helped
- Press clippings on awards you've earned, events you've spoken at or volunteered at
- Screenshots of positive forum feedback
- Acknowledgement of how much people have noticed you care or listen or inspire

If you're visual by nature, make sure you use a really lovely scrapbook—one that's a pleasure to look at, with colors that make you feel good.

And if scrapbooks are not your thing, make a memory box, or even organize all your material in a file folder!

Make this scrapbook your "Happy Place". Go through this scrapbook every time you feel down or uninspired, and remind yourself of all the lives you've helped change for the better.

But the best news is...

...No matter how down you are, you don't have to do all these things at once, to get your confidence furnace re-stoked. As a coach, you know that the greatest achievements always start with one small step.

Let me leave you today with a challenge: What small step will you take today to build your confidence as a coach