



6 Steps to More Coaching Hours Without Constant Marketing

It's the end of the day and sit back in your chair with a sense of satisfaction. You've coached just the right number of clients for you...an interesting mix of people and with each one, you felt that they gained and grew through the coaching conversation. You didn't have to worry about having discovery calls or where these clients were going to come from. They came through the coaching contracts you have with multiple colleges and organizations, giving you freedom, flexibility and income. You're gaining coaching experience and hours while juggling the other key areas of life like your family, relationships, and other outlets.

What are the 6 key steps to get you to this place?

1. **Connect with Yourself** - Spend time connecting with your goals around coaching and your time. Some questions would include:
 - Who do you want to coach?
 - How much time per week do you have for coaching?
 - What are your income requirements?
 - What's your goal for your coaching skills: growing hours, getting experience, supplementing work you already have or something else ?
 - How would you prioritize getting more hours coaching different types of people vs. coaching solely your ideal client at a slower pace?
2. **Research the Market** - Based on what matters to you, determine what large organizations offer contract coaching opportunities that might be a fit for you. Using Google and LinkedIn, you can find opportunities hiring coaches. Set up alerts in LinkedIn and on Google to learn about job openings.



3. **Network for Opportunities** - leverage and expand your personal network to uncover hidden opportunities for coaching roles. Through the ICF, your coach training school, coaching groups, masterminds, and your personal network, explore what organizations might be hiring coaches. As you talk to people, be curious about the coaching roles, hours, types of clients, pay and other key details that can help you decide if this organization is a good fit for you and your skills.
4. **Update your Resume** - update your resume to highlight your coaching skills and training. Look for key words in the job description.
5. **Refine your LinkedIn** - refine your LinkedIn profile so it highlights your strengths and background. Pay special attention to your About section so that you tell your story, connecting the dots of your past experiences and the difference you make for clients.
6. **Prepare for Interviews** - anticipate the key questions you will most likely to asked so you can think through answers in advance. Be prepared for the common "Tell me about yourself", and questions that will reveal how you work with clients, and what success (and oops) stories you have. Be ready to laser coach someone on the spot if asked.

I look forward to hearing of your success! Stay tuned at www.coachwende.com/get-coaching-hours for my upcoming workshop so you too can be getting coaching hours and experience without having to market yourself endlessly to new clients.