



Gaining Confidence as a Coach: Tips and Tricks

How can you increase your confidence as a coach?

1. First, it is important to note that nothing outside of oneself (additional degrees, certifications, and knowledge) can give you true confidence as confidence comes primarily from within. If you are feeling insecure about telling people you are a coach or working with clients, it is essential that you begin affirmations today. Affirmations are the most effective and the fastest way to increase your confidence. Repeat at least 100 times a day: "I approve of myself," "I love myself," "I am a qualified coach." It will take a few months of dedication but the changes in your life will be well worth the work.
2. Start hanging around with other coaches. Inquire about joining a mastermind group in your community or online or by phone. Get to know other students in the program and get your own coach in the niche you plan to be successful in. Their confidence will rub off on you.
3. Get all your certifications in order. It is a wonderful when a potential client asks "where did you get your training from" or "what makes you a qualified coach" and you can answer with "I am *trained* and *certified* through the International Institute of Coaching Studies." Saying that rocks!
4. Start practicing, coach! Ask your mentor coach about clients you can work with pro-bono. Experience will help you gain

- confidence. You may be nervous in the beginning but that is just your body's way of letting you know you are about to do something different, something new. Be nervous but do it anyway.
5. Start telling people you are a coach. You need to get used to this. This is tough for new, insecure coaches. Keep up the affirmations and I promise it will get easier.
 6. Make sure your client agreement is in order, as this takes the liability pressure off you. Include: (1) That you are NOT a doctor, therapist or counselor, that you are a certified coach. (2) That any new dietary and exercise changes should be discussed with a health care professional that is familiar with their situation prior to beginning. (3) That any and all decisions are the responsibility of the client and the choice of the client.
 7. Remember that if you are ever in a coaching session with a client and are suddenly unsure of what to say, try "you mentioned _____, tell me more about that." That will give you time to come up your next question. *And remember that coaching is all about questions!* Asking questions takes the pressure of you to be the expert and puts it back on them, the client, who is the only true expert on themselves. It is much more effective to allow the client to come up with a plan through questioning ("what do you think the first step is?" "What do you plan to do first?") then for you to tell them what you think they should do. New coaches think they need to be the expert, seasoned coaches know this is not the case. Remember if a client asks a question you do not know what the answer is, you can always say "I am making a note to check that and I will get back to you on by our next session." Then email your mentor and ask. (Works every time!)
 8. Empower your client through knowledge. If you have learned information that you think would benefit them, ask them if you can share some information you think they would find helpful. If they doubt the effectiveness of your tools, let them know that you have used them and thus you can personally attest to their effectiveness. But of course the final decision as to the steps they take belong with the client.
 9. Start your coaching career by putting on seminars using the knowledge you have learned and the forms you have access to. You can start with a small coaching group and expand from

there.