

Introduction to Conventional Income Coaching and Building a Coaching Alliance

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For many of us, coaching has been a ministry and a mission but not necessarily seen in terms of being a path to support raising or generating conventional income to supplement your missional donor income. Christ-centered coaching is an approach to the practice of professional coaching--whether focused on personal or professional growth--that integrates the biblical worldview when working with clients to recognize their potential and effect personal change. Many coaches have a great heart to help people but forget they need to get paid for offering a professional service. In this session, you will breakout into groups of 3 where each member will have the opportunity to give and receive counsel from each other relating to a current challenge or opportunity facing your coaching practice. You will follow a structured process to ensure maximum benefit from your small group of peer advisers.

- 1 ☐ **Introduction to Conventional Income**
- 2 ☐ ***"Can you really make a living as a life coach?"***
- 3 ☐ ***"Making a living" is about much more than simply a paycheck.***
- 4 ☐ Dare to listen to the desires of your heart.
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"Delight yourself in the Lord and he will give you the desires of your heart." ~ Psalm 37:4
- 6 ☐ What does it mean for me to "make a living"?
- 7 ☐ Family Picture
- 8 ☐ Will coaching enable me to make that living?
- 9 ☐ ***"Making a Living" Examined***
Coaching meant:
 - Ability to work at home & be with the family 24/7/365
- 10 ☐ A less stressful caseload & radically lower liability

- 11 ☐ No supervisory or administrative responsibilities for anyone
- 12 ☐ No office lease or fixed employee & overhead costs
- 13 ☐ Utilization of skills in a more proactive rather than reactive manner – ‘preventative healthcare’
- 14 ☐ Still able to work within a Christian worldview and to steward well the gifts & talents I’d been given
- 15 ☐ **Count the cost.**
- 16 ☐ *“Suppose one of you wants to build a tower. Will he not first sit down and estimate the cost to see if he has enough money to complete it? For if he lays the foundation and is not able to finish it, everyone who sees it will ridicule him, saying, ‘This fellow began to build and was not able to finish.’” ~ Luke 14:28-30*
- 17 ☐ **Common schedules & fee structures:**
Sessions typically 30 – 45 minutes in length, booked on the hour
- 18 ☐ Typically contracted by the month rather than session-to-session
- 19 ☐ A monthly contract typically involves 3 scheduled sessions (not 4 – creating 1 ‘free’ week/month)
- 20 ☐ Typical fee range for life coaching is \$150/mo. - \$400/mo.
(Higher for executive & corporate coaching)
- 21 ☐ Typical duration of contracted service is 3 to 6 months+
- 22 ☐ **Crunching the Numbers**
At \$150/mo, a caseload of 25 clients = \$45,000/yr.
- 23 ☐ At \$200/mo, a caseload of 25 clients = \$60,000/yr.
- 24 ☐ At \$300/mo, a caseload of 25 clients = \$90,000/yr.
- 25 ☐ At \$400/mo, a caseload of 25 clients = \$120,000/yr.
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- 43 ☐ *"Blessed is the man who does not walk in the counsel of the wicked or stand in the way of sinners or sit in the seat of mockers. But his delight is in the law of the Lord, and on his law he meditates day and night. He is like a tree planted by streams of water, which yields its fruit in season and whose leaf does not wither. Whatever he does prospers." ~ Psalm 1:1-3*
- 44 ☐ ***"That's great, but you still had to GET those 25 clients..."***
- 45 ☐ **Impediments to My Success**
In 1998 no one knew what life coaching was.
- 46 ☐ The Internet was brand new and few people used it.
- 47 ☐ Most people only played with email.
- 48 ☐ Nobody surfed the web – no websites.
- 49 ☐ Google didn't exist.
- 50 ☐ Social media hadn't been invented yet.
- 51 ☐ I knew nothing about websites or technology.
- 52 ☐ We had just moved to the middle of nowhere.
- 53 ☐ We had very little money & I was the sole provider for a family of 6 (now 9).
- 54 ☐ **The Realities of the Move**
1999 gross receipts were \$12,652
- 55 ☐ 2000 gross receipts were \$55,007
- 56 ☐ 2001 gross receipts were \$103,993
- 57 ☐ **Making a Living When Crises Hit**
2007 nearly died from stage 5 Lyme disease. Touch-and-go until late 2008.
- 58 ☐ 2008 Rachel miscarried twins/ hemorrhaged/surgery/prolonged recovery.
- 59 ☐ My work day consisted of 6 good hours.
- 60 ☐ The Tax Return...
- 61 ☐ **Your Caseload Should Become Relatively Stable Over Time**
Coaching is generally long-term work due to the macro-level nature of change clients are seeking.
- 62 ☐ It's unusual for a client to coach less than 3 months; much more typically 6 months+. (My ALOS was 18 months.)
- 63 ☐ Begin to increase fees for new clients as your base stabilizes.
- 64 ☐ **Diversify Your Income Streams**
Group Coaching, Consulting, Testing, Teaching, Speaking, Writing, Product Development
- 65 ☐ **Key Points:**
1. Dare to listen to the desires of your heart.
- 66 ☐ 2. Count the cost.

- 67 ☐ 3. Claim your vision.
- 68 ☐ 4. Make your plans.
- 69 ☐ 5. Enlist help.
- 70 ☐ 6. Embrace the adventure.
- 71 ☐ 7. Do the work.
- 72 ☐ 8. Persevere.
- 73 ☐ 9. Prioritize play.
- 74 ☐ 10. Stay true to your highest values.
- 75 ☐ **Can *YOU* make a living as a life coach?**
What are the desires of your heart?
- 76 ☐ What are the costs of pursuing them?
- 77 ☐ What are the costs of not pursuing them?
- 78 ☐ What vision (call) have you received from God in terms of a living and a life?
- 79 What plans do you need to make to bridge the gap between where you are now and where God is calling you?
- 80 ☐ What help do you need to enlist?
- 81 ☐ Will you, every day, embrace the adventure, do the work, persevere, prioritize play, and stay true to your highest values?