

How to pick a life coach



By Kirk Duncan

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How to pick a life coach

Congratulations! Even the thought of looking for a Life Coach to move you forward takes courage. Working with a Life Coach can and will be a life changing experience. To have someone in your life that you can turn to will open your mind to seeing your potential and actually making progress to living that potential. Let's make this experience a great one!



Step 1

How could a life coach help me?

There are many types of Life Coaches. The range of topics and areas of experience are broad and cover many areas of a person's life. To help you be more mindful in your choice of who to work with I have listed some thoughts and guidelines to consider in preparing you to make a great choice in who to work with.

A Life Coach can help you...

- Accomplishing your goal.
- Clarify your direction.
- Improve your health.
- Learn how to manage your emotions.
- Improve your relationships with others.
- Build self confidence.
- Find yourself.
- Develop a skill.



Step 2

Do I even need a life coach?

Sometimes it can be a bit painful to bring to your attention where the struggle is. Here is how I see it, if I don't know where I struggle then I will end up choosing the wrong Life Coach..and that would be a waste of time and money.

Take a moment and look at your life and answer the following questions:

- What areas of my life am I pleased with?
- What skills, abilities do I have that I feel like I am doing well in?
- What connections or relationships are in a good place?
- Where do you feel accomplished?
- What goals are you currently working towards?
- What area of my life do I wish I was doing better?
- Where in my life do I personally struggle and have been struggling for a while now?





Step 2

Continued...

- Where in my life have I literally run out of ideas of what to do to fix my situation?
- Where in my life do I feel lost?
- Where in my life do I feel confused?
- What area of my life do I wish it could be better RIGHT NOW?
- What habit do I wish I could stop?
- What habit do I wish I could start?
- What wish....dream....or goal do you feel like is slipping away?
- What area of your life do you feel needs the most attention right now?

Look over your answers and circle the 3 that you wish could be improved NOW. You are looking for a Life Coach that will help you in 1 or 2 or all 3 of these areas. Knowing where and what you want to work on will help you fine tune your search.





Step 3

Where do I find a life coach?

Start LOOKING. Now that you have an idea of what TYPE of support you are looking for we can review where to start looking for a Life Coach.

- Social Media - asking others for referrals, recommendations
- Asking co-workers
- Asking family and friends
- Type in the search menu on your internet browser the topics you want to improve in
- Look up “How to....” videos about your top 3
- Start telling yourself that you are READY to have a Life Coach step into your life
- When you meet new people, ask them if they know a Life Coach
- Actively search for this Life Coach





Step 4

How do I know if the coach is a good fit?

INTERVIEW the Life Coach

Be a smart shopper. Do your homework to interview and to do some research about the person you have found. See if they have a podcast or youtube channel where you can get a sample of them. Pay attention to see if their teaching style works for you. Not all Life Coaches teach using the same Learning Styles. The coach may be smart, but the Learning Style could be off. That will create frustration for you along the way because it will be difficult for you to learn from them. Simply put, if you gel with their style of teaching you will make progress faster. Here are other guidelines to interview this potential Life Coach.

- Do they have a legit business?
- Look up their business to see how long they have been in business.
- Review their website.
- Review their social media platforms.
- What is the process of working with them? Do you meet them in person? Zoom? Do you purchase a “package” of appointments or do you pay per appointment? Usually a Coach will have sessions or appointments with you that will range anywhere from 30 minutes to 2 hours. Ask how their appointments are structured.
- What is their pricing? This can be anywhere from FREE → \$1,000's. Since you are new to coaching, find an affordable coach to work with. You will learn a lot from the experience and this will better prepare you for what you are looking for in your 2nd Life Coach.
- What are their deliverables? What do you get from coaching with them?



Step 4

Continued...

- Do they resonate with you so far? Does it look like they can guide you and coach you in the areas that you want to improve?
- Read the testimonials...knowing that not all testimonials are authentic, sad but true.
- If possible, ask for a 30 min phone call to meet them and have a chance to experience them.
- In that phone call tell them what you want to improve and ask them what their process is to support you and teach you. Listen closely to them and take notes on what they share with you. You want a Coach that has a proven system/process.
- Ask the Coach what personal accomplishments they have experienced. Then choose one and ask them what they did to create that accomplishment. Listen closely to how they explain the steps they personally took to create that accomplishment. If they can clearly define what they did for themselves...they can help you.
- Ask them what the communication agreement would be like if you were to work with them. This will explain how much you can communicate with them, how often and in what method. Throughout the coaching experience you will have questions knowing up front how you can ask questions will help you in making a choice of who to work with.
- After all of this, take time to review the data and notes that you have collected.



Step 4

Continued...

- Choose the 2 coaches that fit your needs and wants the best.
Before you go to bed, choose one of them. Sleep on it.
- When you wake up in the morning see if you still feel good about your choice...if so, call them up and get started.
- If not, choose the other coach and give yourself the same test, go to bed with the choice and see how it feels when you wake up.

Remember, if you wait too long to choose a coach your inner critic in your mind will talk you out of having a coach and you will give up on the whole idea. So be conscious of that mean and nasty inner critic that ruins your good ideas. Once you have the details on 3 or so coaches, give yourself 48 hours or less to make a choice.

As soon as you feel good about your choice, MOVE FORWARD!



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Ever wanted to become a coach yourself?

Book a free strategy call to find out what your next step is? I will personally analyze your coaching business idea and progress to find out what my team and I can do to support you in building an incredible coaching program and getting paid clients.

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