

7 Benefits Of Being A Professional Coach

We are all coaches. And we all benefit from coaching others - our friends, our family, colleagues and employees. It makes us feel good, helps to get the job done better and faster, brings us closer together. In contrast, the Professional Coach benefits in six special ways, given the level of commitment it takes to become one. This article describes these benefits, unique to our profession.

—Thomas J. Leonard, Summer 1992

Benefit #1

You double your rate of personal development.

One of the fast ways for a person to grow is to coach others. When you are accountable for results, share distinctions and give advice, you learn, learn and learn. In fact, you'll learn 80% of what you need to know directly from your clients. (A mentor coach or coach's training program does give you the critical 20%, but you should consider your clients as your real trainers. You spend a lot of time with them and learn much about yourself in the process.)

Benefit #2

You can make an extraordinary living.

Coaches earn between \$25,000 and \$200,000 per year. A few earn even more. I make about \$100,000 from coaching; more from seminars and trainings.

Hourly fees range from \$25 to \$225. It takes a lot of training and experience to earn the higher numbers. But after about 5 years, you can start making that kind of money if you are extraordinary, attract entrepreneurial or corporate clients, and if coaching is the right profession for you.

If \$50,000 a year is the right income for you., that can take between 1 and 3 years to reach.

The point is, coaching can be a well-paying profession with proper training, having the gift of coaching and being part of a strong network.

Benefit #3

You build close friendships and empowering relationships which will last a lifetime.

People who coach and clients who want to be coached are special people because they understand and value the power of synergy and partnership. They are at a place in life where being a Lone Ranger is not effective and not fun.

About half my friends are clients, former clients or coaches. The other half are not and don't have much interest in the subject of coaching. There is nothing wrong or unethical with having a client be your friend, assuming both of you are up to it. Clients become your partners in life, because they are contributing to you just as you are contributing to them. (Be careful, though. Some clients need all the focus on them right now, particularly if they are going through a transition or challenging time. Be selective.) Notice that new clients

usually are pre-occupied with themselves and their issues. If a friendship occurs, it will develop over time.

Benefit #4

You become a master of life.

A full-time coach is on a path of development that leads to what I'll call mastery. If you've learned the distinctions of coaching, managed a full practice for several years and taken care of your own life accordingly, chances are you'll be extraordinary. (Having clients and keeping them straight/in integrity will send you to the funny farm if you don't honor yourself and your life accordingly.)

Benefit #5

You are well-positioned for the next opportunity.

Some coaches are built to coach for a lifetime. Others love the profession, but will move on after 4 or 5 years. The profession is full of opportunities - many of which are not yet revealed.

The skills you learn, the growth you experience and the great group of people (colleagues, clients and friends) set you up to notice, participate in and benefit from opportunities such as:

- ❖ Going into business with a client (be careful)
- ❖ Getting involved in national issues
- ❖ Writing and speaking
- ❖ and more

Benefit #6

You get to give your gift.

We all have a special gift -- a set of skills, a unique ability, a natural passion. Most coaches have a strong desire to empower others and contribute to them. Being a Professional Coach gives you "license" to do just that, full-time. Wow! What could be better?

And, you learn how to share your gift in such a way as to not hurt, deplete or cost you - while you make a living.

Benefit #7

You will be appreciated.

Coaching another person is a contribution - and many clients will love you for it. Coaches shouldn't coach to get love, but you will get it. So, enjoy!

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