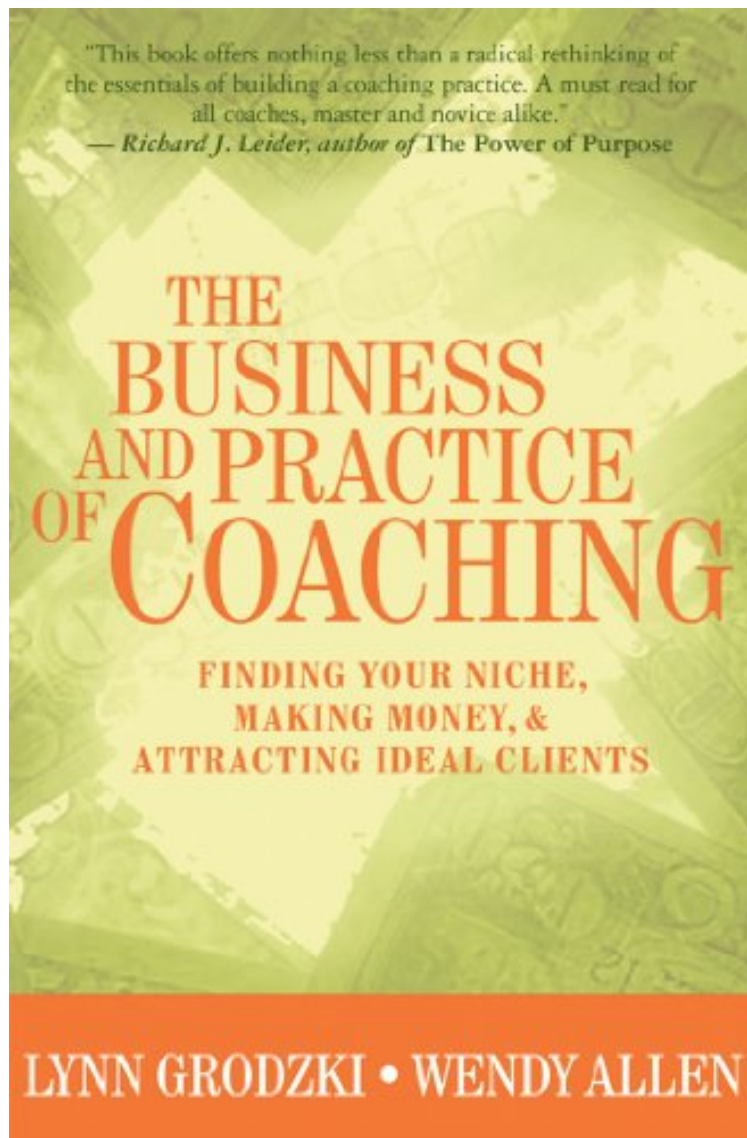


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## The Business and Practice of Coaching: Finding Your Niche, Making Money, Attracting Ideal Clients

Wendy Allen, Lynn Grodzki

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Wendy Allen, Lynn Grodzki : **The Business and Practice of Coaching: Finding Your Niche, Making Money, Attracting Ideal Clients** before purchasing it in order to gage whether or not it would be worth my time, and all praised **The Business and Practice of Coaching: Finding Your Niche, Making Money, Attracting Ideal Clients**:

12 of 12 people found the following review helpful. This book is great, but...By Gary LA There is a bit of deceptive advertising by . I noticed this book with a January 2014 publication date. Actually, it is a 2005 book that was

converted to a Kindle format in 2014. Annoying. The good news is that it is an excellent book describing the many business aspects of coaching. The bad news is that much of financial information (e.g., hourly fee) is a decade out of date. 0 of 0 people found the following review helpful. Five Stars By Customer It was exactly what I needed. 5 of 6 people found the following review helpful. the Business and Practice of Coaching By Tonya J. Shadoan I really enjoyed this book. Recently I just started a coaching business, and the book guided me through the tough questions. I loved it so much I passed it along to my coaching friend. I would highly recommend this book to new or burnt out coaches.

Building a thriving coaching business is a challenge. An estimated 30,000 coaches have entered the coaching profession during the past five years. Unfortunately, the majority report they are unable to earn a living wage from their coaching services. Competition is high, and the knowledge of how to succeed in the business is often lacking. To survive today, coaches must match their enthusiasm with strong business and marketing expertise. Lynn Grodzki and Wendy Allen are veteran business coaches who understand how to strategically approach the business and the practice of coaching as well as how to mentor new coaches entering the profession. *The Business and Practice of Coaching* is the first text to combine a coaching approach (step-by-step exercises, direct suggestions, insider's tips, and motivational plans) with solid business information and ideas in order to give new and experienced coaches exactly what they need to prosper in the competitive business of coaching. Grodzki and Allen help coaches succeed by giving them the right information, showing them how to develop an entrepreneurial mind-set, and demonstrating how to customize a business plan that can spell the difference between accomplishment and collapse. Grodzki and Allen gives each reader the ability to:

- \* Build a coaching business that has relevance to the larger community around it and be aligned with the new realities of the coaching profession.
- \* Refine your coaching skill set to incorporate the five coaching competencies that signal to the public that you are a masterful coach.
- \* Define your innate coaching specialty and target a profitable niche market so you can make a bigger impact as a coach.
- \* Implement the eight best marketing strategies to attract coaching clients (and know the marketing ideas that coaches do best to avoid).
- \* Set and raise your fees the right way, develop multiple streams of coaching income, and build a six-figure business that you can own and sell.
- \* Institute risk management policies that ensure your practice is legally safe, ethically sound, and trouble free.

Covering all of the territory from positioning your coaching business, differentiating it from the competition, acquiring basic entrepreneurial skills, and learning from profiles of master coaches *The Business and Practice of Coaching* offers a wealth of information and accessible, yet expert guidance. Readers will discover how to take advantage of current trends and avoid distracting hype within the quickly changing coaching profession so that the coaching business they build today will be viable tomorrow.

Any who desire to coach professionally must have *The Business Practice of Coaching* at hand. -- Bookwatch

About the Author  
Wendy Allen, Ph.D., is a psychologist and business coach working in Santa Barbara, CA. She is a contributor to *The New Private Practice: Therapist-Coaches Share Stories, Strategies, and Advice* as well as a graduate of CoachU and the Authentic Happiness Coaching Program.  
Lynn Grodzki, LCSW, MCC, is a psychotherapist in full-time private practice, a former business executive, and one of the leading business coaches in the US for small business owners. She specializes in working with change-agents: therapists, coaches, healers, and other service-oriented consultants who help others make change in their lives. Through her workshops and writing, she has become a pioneer in the field of practice-building, helping non-business-oriented professionals develop their private practices. With Lynn's guidance, thousands of professionals now operate small businesses that offer them a high degree of integrity as well as enhanced financial success. Lynn lives and works in Silver Spring, Maryland and can be reached by email at: [lynn@privatepracticesuccess.com](mailto:lynn@privatepracticesuccess.com).