



## Coach Approach Ministries Podcast

### Episode 15: Can I Make Any Money Coaching?

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#### [Intro Music]

**Brian Miller:** Welcome to the Coach Approach Ministries Podcast where we help people find their way with God by training the best Christian coaches in the world. I'm Brian Miller, strategic director for Coach Approach Ministries, CAM for short, and I'm joined here today by the CAM leadership team, Chad Hall, the President of CAM, and Bill Copper, the Executive Director of CAM. Today's episode is a bonus episode that comes from our CAM leadership team's Q and A series. In these Q and A's, we try to go below the surface of the questions. I'm always disappointed when I get access to a favorite author or speaker in a breakout session, or on a podcast, and they simply rehash the first chapter of their book. We want our answers to give you a true insider's look to the world of Christian coaching. Today's Q and A asks, "Can I make money coaching?" We hope you enjoy it.

We're going to look at some more business side questions, and I think a question that a lot of people are asking, not everybody, is "Can I make any money at this?"

**Chad Hall:** I certainly hope so, but that's probably not the answer we're looking for.

**Brian:** No, I think that's all we need, I think you can probably go a little deeper than that Chad.

**Bill Copper:** Yeah, let's go a little deeper than that.

**Brian:** Alright, let's go one more layer, let's see what we get.

**Chad:** My response to that question is yes, and it's not automatic. So what I don't like to either convey, or really hear other people convey, is this idea of if you will only learn to coach and be a great coach, you'll easily make a living at this, and that's really just not true. That hasn't been my own experience, and that hasn't been what I've noticed in the lives and coaching practices of others. You could be the greatest coach in the world and not make a living at it if you don't know how to make a living at it. So on one side of the coin, there are the coaching skills and competencies, and then on the other side there are the competencies around either running a professional coaching practice or business development or there may be some competencies related to finding a job that allows you to make a living as a coach. So the answer is yes. You can make money as a coach, but it's not just by being a great coach.

**Brian:** As you guys are thinking about... Go ahead Bill, chime in there.

**Bill:** I was going to add to what Chad said. There really is two sides to that. There certainly is the necessity to become a great coach. You want to build your coaching conversation, you want to be able to bring value to your clients, but as Chad points out if you don't have any clients, then you can be the best coach in the world and not make a living at it. It's both sides of that coin.

**Brian:** As you guys think about people who are making a living or at least making good part-time money coaching, what are the keys for them to get clients? How are they doing it?

**Chad:** I have a couple responses to that. One is, I've noticed people are really creative in where they use coaching. That idea that I am going to be a solo-preneur, run a coaching practice, that's certainly an option, but we've seen people be way more creative than that. We see people use coaching in various ministries and mission agencies and businesses. They're coming alongside some kind of organization or corporation and helping them do what they do better by using coaching, people who get jobs as coached in higher ed. We've seen people get positions where they're coaching missionaries to be fully funded, people who coach congregations to be better supporters of missionaries, people who become internal coaches within corporations and nonprofits. There's just a lot of expressions of coaching beyond the one-client-at-a-time model. I would encourage people to really think outside that proverbial box, but those who are looking to just run a coaching practice, yeah, there are people who make a living that, and what I find is that they are clear who they're coaching and the value that they're bringing to those people and they're able to communicate it easily and clearly and they don't mind being told no is a big part of it.

**Brian:** What you've described, and something that Bill had described to me in the last few years, is to not think about who's your next client, but where can you get a group of clients? How can you get more than one out of one deal. Bill, talk about that for a minute.

**Bill:** I was going to jump onto what Chad said and say that very thing. Going at clients one at a time, what I call retail clients, we do know some folks, many of our students, who are setting up a sole coaching practice who reach one client at a time. That's the exception though. Most people who are successful and making a living at coaching, do so by contacting or engaging somehow with organizations who can bring multiple clients. Accessing those networks you already have in other relationships, accessing organizations who can offer multiple people who can benefit from your coaching, and focusing your salesmanship on those more wholesale type selling conversations, seems to be the path to being able to make a living at coaching.

**Chad:** Let's give some examples of that. First of all, I'll give an example from my own life. When I transitioned out of being an internal coach in the technology sector, I contracted very quickly with a local congregation, and I became the coach to their staff. It was actually a ten hour a week gig, where I coached just their top level leadership, which was about six or seven different ministry leaders. That's matching.

**Brian:** I think a lot of people listening to this would love that job. Let me dig into that for a second, I want to dig into that. I'm assuming you went after that as opposed to they called you and said, "You know, we need a coach, we've developed a position. We're thinking that you'd be great for that position that we've created." I'm assuming it didn't go like that. Maybe I'm wrong.

**Chad:** No, you've heard my mantra before, that people do business with those they know, like, and trust. I was actually a member of the church and got to know the pastor. We became friends and things kind of unfolded. He knew I coached, and I coached him some, just casual conversations, we would meet, and then he actually approached me about it, and then I had limited it to ten hours a week. That's not to say that someone couldn't be more proactive and go after it with a congregation, but just in that one instance it was a network I already had, someone who already trusted, and it organically developed into that.

**Brian:** Great, great, thanks for sharing that.

**Bill:** Other examples, I'm thinking of a client of ours who did a bunch of training with us, who does go after it, he specifically markets to the leaders of these organizations, he goes and talks to pastors about the value he can bring to coaching their staff, the value he can bring to training their leadership, their volunteers in some coaching mindsets and skillsets. He proactively, aggressively markets himself as a coach to groups of people, in his particular case, specifically church staffs, and as Chad said, he doesn't mind being told no. That's really the mark of any good salesman, and the key to being able to make a living at this is if you're a good salesman because you've got to sell coaching, you've got to sell yourself.

**Brian:** My example would be that, within my denomination, I coached the top leaders for a couple years. I did it one because they drew attention to coaching and began to think this was something, they had learned to know, like, and trust me over the years, and I asked them in particular, "If you're saying you want this, you need to demonstrate it from your own," and so I coached them, and then starting in 2016, I'm contracting with them for a very specific number of hours of coaching at a lower rate, but it's guaranteed hours, so I think that's the tradeoff of getting guaranteed hours is a lower rate. It's my tribe, so I think it's a pretty good deal, but again, it didn't just happen that they have a position. I think it's rare that anyone's going to say that we have a coaching position, and you can apply for it.

**Chad:** Probably the people listening to this podcast know that there aren't. I say that, and yet the position I had at corporate was a position they advertised and that I applied for and got, but that's pretty rare. I'll tell you one other example, a coaching organization that I came across recently, really impressed with them. I won't mention them because I want to protect confidentiality, but this is a coach who has so much business he's brought on another partner. He has niched and coaches only people within the metro area where he lives. It's a large metro area so there's a lot of businesses there. It's really interesting, talking about batching, he goes in and he gets these contracts with companies where he's going to coach a dozen or more employees within that company, and he and his coaching partner, they actually have ID badges for these companies, where they go in and on Wednesday and Thursday of a given week, they clock in and coach eight people a day. They're there on site, doing the coaching, and can you make money coaching? He's making a killing. That sounds more negative than it is. He's bringing a very healthy living as a coach, and he's a good coach, but he's also really good, and he's really focused. He's not waiting for business to come his way. He's going out there, and he's getting it, and he's batching it to just reinforce that more.

**Brian:** When I talk to people about making a living at coaching, the first thing even people in the know will say is, "You need to get into corporate. You need to find business." I distinctly feel a calling to help the church become all it can be. I'm not opposed to doing some corporate coaching, but I would like to

make my living helping the church, being sustainable. I want to be sustainable to really help the church. I think that's a struggle a lot of people... This is Coach Approach Ministries, so I'm assuming a lot of the people listening right now would feel the same way.

**Chad:** It's interesting. The gentleman I'm just describing is a minister. He's ordained. He's been on the denominational staff. Not to go too far with this, I think he would say he's doing ministry even though he's doing it in the corporate world. That's a unique calling, I think, to be that kind of corporate missionary, and then others of us more called to do our coaching with church leaders. I think if God's called us to do it and we've equipped and strengthened ourselves to do it, we have to really believe and trust that God's going to provide the means by which to do it. That doesn't just mean we just sit back and wait, but it means we move forward with confidence.

**Bill:** I would add to what Chad said about the examples of someone going into a corporation those two days a week, or whatever it is, to coach, that very same model could be used in a ministry organization, and we're seeing that. We're seeing people who are going in, and the person I was describing, he had a day a week that he spends with each of his congregations that he coaches their staff. He makes the rounds from one office to the next. He actually does it in person at his location.

**Brian:** When you're first starting out, one thing to really think about is how to diversify, how to think about different options. You can't put it all in one basket because even people ask me how I make a full-time living. There's a lot of baskets.

**Chad:** We live in the world of entrepreneurs and multiple revenue streams, all of that. I know coaches who make a very healthy living only coaching, but most of the coaches I know, including myself, we make a living by coaching, and training, and writing. Truth is, I love that. I would not want to coach twenty, thirty hours a week. I love coaching, but I don't love it that much. I like the diversity, and I think other people really like focus, and they're probably the ones who do better only coaching and making a really good living at that. More and more of us, we need to get comfortable with multiple revenue streams and call that a win. That's not, "Hey I can't make it as a coach, I have to do these other things." It's, "Wow, look at all these fun things I get to do, including coaching."

**Bill:** I would say, Chad, that in our case, the case of the three of us who craft together those different ways we get to work together throughout the week, that those other things, your training, your teaching, your writing, they enhance your coaching. All of it works together.

**Brian:** Absolutely. Thank you so much for joining us. You can find out more about us by going to [www.coachapproachministries.org](http://www.coachapproachministries.org) and downloading our free eBook, *The Beginner's Guide to Christian Coaching: How to Have Powerful Conversations That Really Make a Difference*. See you next week.

**[Outro Music]**