

From Expertise to Offer

Transitioning into coaching with integrity and confidence

Quick recap

The meeting focused on professionals transitioning from traditional roles in psychology, law, and holistic health to coaching and consulting, with discussions on how to effectively market their services while leveraging their existing expertise and networks. Sacha provided guidance on differentiating new roles from previous positions, emphasizing the importance of authentic communication and personal integrity in client relationships. The conversation concluded with discussions on building confidence in new ventures, maintaining professional integrity while managing administrative tasks, and the value of authentic personal connections in business development.

Summary

Psychotherapist's Transition to Coaching

Melanie, a depth-oriented psychotherapist with 30+ years of experience, discussed transitioning her practice towards coaching and consulting while leveraging her clinical background. Sacha advised Melanie to clearly differentiate her new role as a coach or consultant from her previous role as a therapist, emphasizing the importance of framing her expertise without crossing legal or ethical boundaries. Sacha suggested that Melanie could mention her clinical background as a source of experience but should avoid presenting it as medical advice, comparing it to a "drug deal" metaphor where the expertise is offered but not directly handed over.

Transitioning to STEM Coaching Services

Melanie and Sacha discussed Melanie's transition from psychology to coaching and consulting, focusing on working with high-functioning professionals in STEM fields during career transitions. Sacha advised Melanie on marketing her services by sharing her personal journey and values with existing contacts, emphasizing authentic sharing as an effective sales approach. They agreed that Melanie would reach out to her former clients and professional network with a clear message about her new focus on soul-oriented coaching and consulting for individuals seeking personal and professional growth.

Transitioning to Coaching with Integrity

Catherine discussed her transition from law to coaching, seeking guidance on when to start canvassing for clients. Sacha explained that coaching and consulting lack structured rules, emphasizing personal integrity and honesty about one's capabilities. Catherine expressed a desire to practice coaching and considered using her network and volunteer work for this purpose. Sacha advised leveraging existing connections but warned against exploiting vulnerable groups, suggesting that Catherine should feel confident in her abilities before approaching potential clients.

Organic Networking for Client Acquisition

Sacha shared her approach to networking and client acquisition, emphasizing the importance of genuine connections over direct pitching. She described her "What's Up Wednesday" routine of reaching out to contacts without an immediate business focus, often leading to serendipitous opportunities. Sacha explained how she maintains relationships over the years through regular check-ins, eventually leading to potential business opportunities when the time is right. She concluded that organic referrals through personal connections are more effective than paid advertising, particularly for her work with divorced men.

Setting Pricing for Legal Services

Catherine shared her background in sales and marketing, emphasizing her ability to establish rapport quickly, and mentioned the increasing trend of fathers seeking legal assistance in divorce cases. She discussed her goal of charging what she feels she is worth, referencing her research on ChatGPT and considering a range of \$300 to \$600 per session. Sacha advised starting with a price that feels comfortable and confident, emphasizing the importance of congruence in pricing, and shared her own experience of gradually increasing her rates as her confidence grew.

Client Reconnection and Legal Considerations

Catherine shared her experience transitioning from law practice to coaching, emphasizing the importance of handling rejections and learning from awkward interactions as part of the sales process. Adele discussed her plans to reconnect with previous holistic health clients, expressing concern about potential legal restrictions on contacting past clients in certain states. Sacha clarified that as an individual, Adele should be able to reach out to her former clients personally, but mass email campaigns might be considered spam. Adele decided to individually contact her clients to share updates about her new ventures in holistic health, improv, and inner child work.

Email Marketing and Engagement Strategies

Adele and Sacha discussed email marketing strategies, emphasizing the importance of building a targeted list with a high open rate over a large, unengaged audience. Sacha shared her experience of having a smaller but more engaged list, which led to better opportunities despite the lower numbers. They also discussed the balance between sharing personal updates and making invitations to work together, with Adele planning to implement a similar approach. The conversation concluded with Kimberly joining, expressing her struggle with confidence in her new business venture, which she hopes to overcome as she transitions into a new career phase.

Building Context-Specific Confidence

Sacha advised Kimberly to focus on her fundamental values and self-worth rather than seeking confidence in specific situations. She suggested "borrowing" confidence from areas where Kimberly excels, such as her previous experience as a real estate appraiser, and building on those strengths. Sacha emphasized that confidence is context-specific and suggested that Kimberly focus on her core abilities and intentions when coaching or leading, rather than worrying about her skills in new areas.

Building Confidence Through Authenticity

Sacha discussed the importance of leveraging personal strengths and skills, even in seemingly unrelated areas like dishwashing, to build confidence in new domains. She emphasized the value of authenticity and being a "real person" in today's society, contrasting it with the culture of constant upgrading and the pressure to appear perfect. Sacha also addressed Ashraf's question about managing old administrative tasks, such as tax backlog, by highlighting the importance of integrity and addressing such issues to create a solid foundation for future endeavors. She shared her own experiences of shifting perspectives to maintain motivation while working in bridge jobs.