

Coaching Through Resistance

Navigating fear, discipline, and the next step in growing your practice

Quick recap

This was a coaching group session led by Annie where participants shared check-ins and received guidance on various challenges. Ali discussed struggling with discipline after a Vipashyana retreat and expressed concerns about balancing coaching clients with personal activities, while Annie encouraged reframing the belief that having clients would reduce free time. James shared updates about attending a retreat in Canada and receiving guidance on following up with new contacts. Sarah-Jane sought advice about handling sales calls with potential clients who might not have the financial means to invest in coaching programs, with Annie providing insights about pricing strategy and client targeting. Alex reported meeting Minka in person during a San Francisco visit and discussed his new corporate coaching engagement with a CTO client focused on developing team leadership capabilities. The session concluded with a brief exercise where participants reflected on the types of problems they most enjoy solving in their coaching work.

Summary

Coaching Session on Progress Challenges

Annie conducted a coaching session with Ali, focusing on Ali's challenges with maintaining discipline and progress since returning from a Vipashyana retreat in February. Ali shared that while she had been practicing coaching skills at her cashier job and helping colleagues, she was experiencing a plateau and fear about taking on real clients. Annie encouraged Ali to reframe her thinking about having clients, suggesting that coaching would actually be more fulfilling and relaxing than her current activities. The session concluded with Annie providing

guidance to James and Sarah-Jane about following up from a recent retreat and managing fear around business growth.

Sales Ethics and Client Guidance

Annie provided guidance on sales ethics and approach, emphasizing the importance of ensuring potential clients genuinely want the program before engaging in sales conversations. She explained her method of helping clients connect with their dreams and intuition, while also addressing self-worth and financial considerations. Annie shared that she asks prospects if they would join if money were not an issue, which helps determine genuine interest in her programs.

Ethical Sales and Client Transformation

Annie and Sarah-Jane discussed strategies for ethical sales conversations and client transformation. Annie emphasized the importance of helping clients make clear decisions, whether to join a program or not, focusing on their self-esteem and intuitive wisdom rather than just securing sales. They explored how pricing and marketing messaging can attract different types of clients, with Annie sharing her experience of attracting higher-quality clients at higher price points. Sarah-Jane acknowledged challenges with recent launch success and expressed interest in pivoting her approach to target a more aligned client base.

Coaching for Client Attraction Strategies

Annie provided coaching advice to Sarah-Jane about attracting new private clients through visualization techniques, suggesting she "dream" her ideal clients into existence by focusing on specific individuals before sleep. Alex shared updates about meeting Minka in San Francisco and starting work with a new corporate client, though the initial kickoff session was cut short due to unexpected strategy meetings. The group then practiced articulating the specific types of problems they enjoy solving, with Annie emphasizing the importance of understanding root causes before offering solutions.