

## The SeattleCoach “3-2-1 Rule”

***For Coaches Who Are Planning to (1) Make Money, (2) Have Fun and (3) Do Good***

*"To journey without being changed is to be a nomad. To change without journeying is to be a chameleon.  
To journey and be transformed by the journey is to be a pilgrim."* Mark Nepo

When we interviewed you as a prospective member of this Cohort, like good coaches, we asked you about the vision and goals you were ready to pursue in this big new chapter of your professional development. Though the focus of our months together in Module I and Module II will be on your development of coaching skills and presence, we'll keep in mind the additional work before you of successfully carving out your specialty and niche.

We'll talk about the economic value of this new leadership gear you're learning. Whether you plan to open your own practice, or to find enough sponsorship inside of your company to make coaching part of what you're paid to do, we'll help you to think about your visibility and about how to become found and trusted and hired by the people you most want to serve.

Over the years, I've noticed that the SeattleCoaches who are happiest with their development settle into a journey. The **SeattleCoach "3-2-1 Rule"** has proven to be true for both entrepreneurs and internal coaching leaders who want to make coaching primary to their professional identity. As you continue to get better at "doing the craft and being the coach," plan on:



Three years

Two Jobs

One day

### Three years

of steady progress as you become a coaching subject matter expert (SME). During this time, in addition to earning your [SeattleCoach Badge](#), you will likely complete the [requirements](#) for credentialing with the [International Coach Federation](#) (ICF).

Along the way, we'll give you visibility on our [SeattleCoach Network Page](#). You will also learn how to help your ideal clients to find you as a coach. These people will come first from people who know and trust you and the people they know. Your web presence will help—especially if your first coachees see themselves in what you offer. If you start with people you have no relationship with, you may get frustrated. Start with people who already trust you. Also, during these three years, we'll encourage you to keep

### Two Jobs

First, your "day job" (the one that pays the bills or the one for which your company hired you). And second, the job of building your expertise and brand (i.e. what you want to become known for) as a coach or coaching leader. In other words, unless you are independently wealthy, plan on holding two jobs for about three years. And even after you have enough momentum and market to shift your weight to more coaching, plan on spending the equivalent of

### One day

a week to continue to build your expertise, your content, your opportunities, your visibility, your partnerships and your practice. If you're an entrepreneur, you will

also do the work a business owner has to do. Successful coaches can't think simply in terms of billable hours. They spend their day a week listening, curating, understanding and getting better. They use low-fee and pro-bono opportunities to create and refine their content and processes—along with their visibility to their ideal clients. They learn to use workshops as “engines” for both their visibility and for the 1:1 and group/team coaching they contract to do. The-day-a-week part of the “3-2-1 Rule” is a brand-builder. You'll do it for as long as you practice. I do.

Coaches who steadily practice the SeattleCoach “3-2-1 Rule” during Modules I and II and in the Advanced Cohorts that follow, tend to be the most successful in the ways that matter: In their professional growth, in their relationships, in their personal peace and in the economic value they bring to their ideal clients. As a member of the SeattleCoach Network, you are in a great position over time to give and receive both support and challenge and to build some fantastic collaborations with others who share your journey.

***Think of the “3-2-1 Rule” as a get-rich-slow scheme. To the journey then, indeed.***