

## Dear Master Coach

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*Dear Master Coach:*

*I'm ready for a full practice. How'd you do that? I mean, you're well-respected, you're not smarmy, I've heard you talk about how really good work keeps finding you and doggone it, people like you.*

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*Yours truly,  
Ready to Serve*

Dear Ready:

I know. Wouldn't it be nice if after all the work of getting the ICF seal of approval you just started getting email from people who were desperate to work with you?

There are ten things I started doing 20 years ago. Check out [the summer edition of DMC](#) for the first five. Here are the second five:

6. Play this game: You've got eight minutes in front of 100 great people. Let's say it's a very diverse audience (backgrounds, races, cultures, politics, faiths, ages, genders and coachable issues). And let's say that, seated among the 100 are ten people you'd love to work with—these ten would be fascinating, challenging and fun. They would be people you would look forward to seeing and co-creating work with. Also present are many more people who are attentive but have zero interest in your services (at least right now)—this is normal, your best can't possibly appeal to everyone. What will you say so that at the end of your eight minutes the ten people will seek you out? Will you be open to being surprised?
7. Spend at least a half-day a week on my first six ideas until you've got a steady flow of increasingly ideal clients. Then keep doing it. Think of this as overcoming initial inertia and getting momentum on your side—like rowing a boat or riding a bike. Put the equivalent of a day a week into delighting and connecting people with your services. This may include writing, speaking, responding, serving, praying, pitching, creating, offering and preparing. Word-of-mouth will begin to happen. You'll need about another day a week to pay attention to business details.
8. Respect the market and your competition. Find your voice and look for the needs. The 2012 Coaching Study commissioned by the ICF found that the average income of a credentialed coach was \$47,900. That's average. As we all know, the range is gigantic. Admittedly, I'm a bit

of a free-enterprise geek. In the words of the great football running back, Emmitt Smith, "*All men are created equal, some work harder in pre-season.*"

9. And finally, you've got to do this stuff in your own way or you won't do it. It's true that the majority of certified coaches who want to be entrepreneurial coaches don't ever make the income they'd like to make. What's the old saying? "*If it was easy, everyone would do it.*" And stay mindful of the dynamic balance between effort and recovery in your life. Ethical coaches build lives that reflect their convictions as a coaching leader. This is true both at the starting line and for when you are a Jedi Master.
10. Do really good work for a really long time. In my experience, getting discovered is a marathon. Building a great practice and reputation isn't burglary. You don't break into it. It's a long, steady blend of visibility + good work + profitability (repeat).

Those are my ten secrets. I look forward to your thoughts.

You can do this!

PEB, MC

*Listen to Patricia Burgin's "Dear Master Coach" quarterly 4 minute answers at:*

<http://www.seattlecoach.com/dear-master-coach-blog>