



# Coaching Tips

**We've assembled 18 tips from coaches to get you inspired to implement new strategies.**

Thinking about getting into coaching? Looking for ways to grow your coaching business?

We've assembled 18 tips from coaches across experience levels and with varying expertise. Check them out to challenge your perspective and get inspired to implement new strategies.

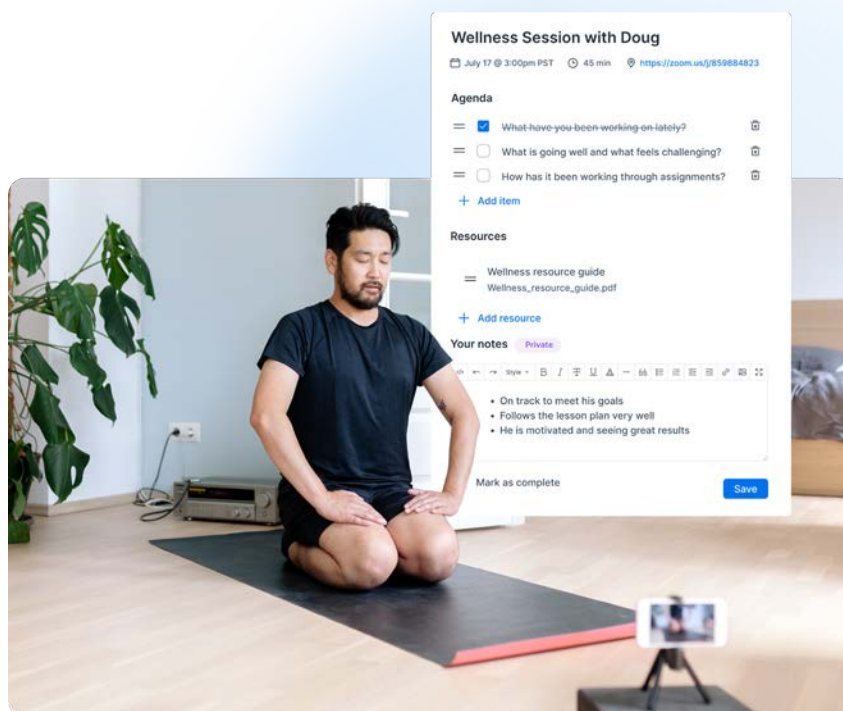
## Tip 1

**“Make it fun. Make it unusual, but different from the mainstream. The info on what works usually comes from your clients - ask them. They know!”**

Jeni Be

[www.jenibe.com](http://www.jenibe.com)

Coaching since: 1989



## Tip 2

**“Practice your craft, work with people, all types of people and don’t limit yourself. Don’t just give in to high rates or making a program. Practice practice practice because the more knowledge you have, the more wisdom you can pass on. You can’t teach someone to ride a bike if you don’t know how to ride a bike.”**

Joshua Rubin

[www.eastwesthealing.com](http://www.eastwesthealing.com)

Coaching since: 2001

## Tip 3

**“For someone new, do not niche right away. So many say you have to have a niche. While I agree this is a good goal, it is nice to start work with many different types of clients to see what you enjoy and where you make the most impact.”**

JoAnn Krall

<https://joannkrall.com>

Coaching since: 2006

## Tip 4

**“Help people by removing the option to fail. We started coaching real estate agents under one condition - they had to agree to do what we told them to do. Thirty-two raised their hands, and 6 months later, they had achieved an average of 103% of their individual goals. People will pay for tough love.”**

Michael Pallin

[www.floydwickman.com](http://www.floydwickman.com)

Coaching since: 2009

# Tip 5

**“If you doubt yourself in any niche, just look around. If there is competition, that is the proof that there are people crushing it. And so can you!”**

Dávid Hanc

<https://davidhanc.sk/>

Coaching since: 2010

**Balanced Diet Coaching Program**

👤 25 📅 6 sessions

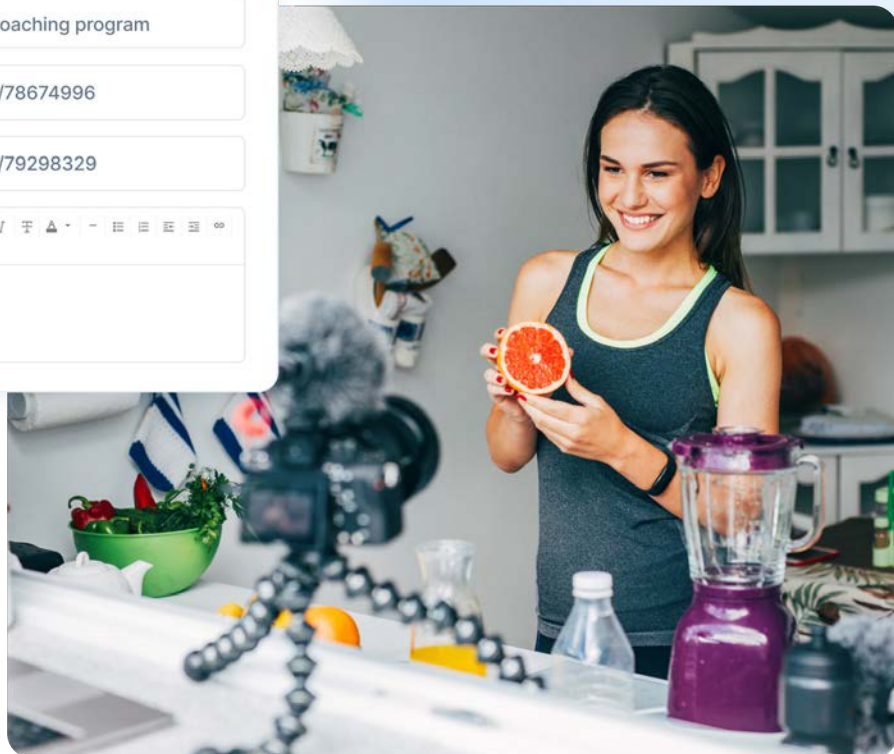
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Welcome to the coaching program

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## Tip 6

**“Keep making and adding so that your system and coaching program grows. This will increase the value and you can increase your price. Always have three monetization points:**

- Front end (we call it onboarding)
- Passive (once they are in, not constantly selling them).
- Live events sales (for us it's masterminds and we discount that price to our students).”

Lee Honish

[honish.io](https://honish.io)

Coaching since: 2010

## Tip 7

**“Coaching is about helping people to answer the questions that keep them awake at night or that they wake up worrying about first thing in the morning.”**

Pete Uglow

[www.marriage-central.com](https://www.marriage-central.com)

Coaching since: 2011

## Tip 8

**“When I first started growing my online business I got on the phone with 50 people in my little audience and interviewed them to better understand their deepest desires, hopes, and dreams. I then provided 30 minutes of free coaching in exchange. This exercise truly helped me better understand those that I serve and craft messaging and programs to meet their needs. Priceless.”**

Katrina Sequenzia

[www.healthyfreelife.com](http://www.healthyfreelife.com)

Coaching since: 2011

## Tip 9

**“Keep your focus on helping people, and you will grow more than you ever would if you focused just on “growing.”**

Kimberly Schlag

[www.kimschlagfitness.com](http://www.kimschlagfitness.com)

Coaching since: 2015



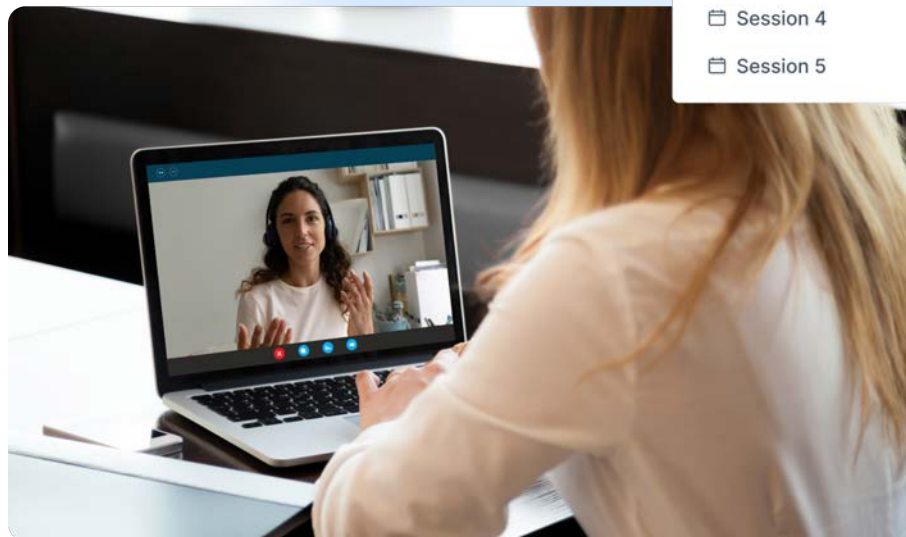
## Tip 10

**“It amazes me when I hear that ANY coach — not just business coaches — doesn’t have a coach of her own. We, as coaches HAVE to be walking our own walks. We cannot expect our clients to lean into the discomfort of healing and growth, if we aren’t doing that ourselves. I’m not saying you have to get coached on what you’re coaching someone else on. But just making sure you’re getting coached on your next-level area of growth or healing!”**

Claire Byrne

[www.clairetheheartbreakcoach.com](http://www.clairetheheartbreakcoach.com)

Coaching since: 2011





## Tip 11

**“Fuse your spirituality and strategy; your balance of masculine and feminine. There is no one size fits all, and you get to create what works for YOU. Live your values, create from the heart and live YOUR vision.”**

Pandora Symes

[www.pandorapaloma.com](http://www.pandorapaloma.com)

Coaching since: 2015

## Tip 12

**“Forget finding your niche and find your person. We spend a lot of time trying to niche down instead of having conversations. When you are starting out, put yourself out there and speak to people. You will learn quickly who you love to work with.”**

Tina Brigley

[www.highperforming.coach](http://www.highperforming.coach)

Coaching since: 2016

## Tip 13

**“Plan on it taking longer than you think to launch your course, and don’t be afraid to leverage! You don’t have to do everything in this business. Video editing is definitely not my strength so I hire that out! Also, you’re the only one that thinks your voice sounds weird on camera!”**

Rachel Adams Lee

[www.racheladamsleegroup.com](http://www.racheladamsleegroup.com)

Coaching since: 2016

## Tip 14

**“Summer is a hard time to book clients! Set yourself up earlier in the summer rather than launching programs in July & August. The same goes for holidays.”**

Brianna Campos

[www.bodyimagewithbri.com](http://www.bodyimagewithbri.com)

Coaching since: 2018

## Tip 15

**“Running your own business requires immense personal work. Yes, you’re coaching others and helping them achieve their goals, but in the process you learn so much about yourself that you didn’t know you needed to go through - your relationship with money, how you view yourself, any self-doubt, what you’re focusing on, your energy and how it shifts! It’s a wild ride with ups and downs, but in the end (or at least being 3 years in) it’s all worth it and I wouldn’t change a thing.”**

Sarah Randall

[www.sarah-randall.com](http://www.sarah-randall.com)

Coaching since: 2018



## Tip 16

**“Everyone is super interested in building out passive income (I get it, who doesn’t want to make money while they sleep), but to build out successful passive products, first you need to build your active income (where you trade your time for money). For example, in my business this meant working with 1:1 clients first, testing my theory, ensuring it got results, tweaking where needed, and then when the proof was available that my method was successful, I was able to scale to group + passive products.”**

Nicole Victoria

[www.no-budget-babe.mykajabi.com](http://www.no-budget-babe.mykajabi.com)

Coaching since: 2019



## Tip 17

**“If you want to be a coach, make sure you first are an expert in a certain area of expertise. This will build trust with your audience. For coaches wanting to grow their business, it’s a great idea to advertise your successful case studies from your program and constantly talk about the problem you solve”**

David Moerma

[www.homeservicebusinesscoach.com](http://www.homeservicebusinesscoach.com)

Coaching since: 2019

## Tip 18

**“Don’t be afraid of accepting more money. Money is just energy and if you have a lot of energy, you’ll have a lot of money! Focus on what your audience wants and put the time and energy into creating that perfect product that will help them!”**

Kierra Castleberry

[Coach for the host](#)

Coaching since: 2020

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