

Simone Janson (ed.)

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**DIY**

**COACHING**



**ADVISE**

**YOURSELF**



**WITH**

**SUCCESS**

Focus psychology & concentration,  
gain self-love & mindfulness, learn  
emotional intelligence  
communication & resilience,  
achieve goals



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# **DIY-Coaching - Advise yourself with Success**

Focus psychology & concentration, gain self-love & mindfulness, learn emotional intelligence communication & resilience, achieve goals

*Simone Janson (ed.)*

Published at Best of HR – Berufebilder.de®

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## Authors Overview

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Profound Expert Knowledge, Quality Assurance and AI: The Concept of Publisher of the Year Best of HR - Berufebilder.de®

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# Imprint

The German National Library lists this publication in the German National Bibliography; detailed bibliographic data are available on the Internet at <https://dnb.dnb.de>.

ISBN of the German eBook edition: 9783965963207

ISBN of the English eBook edition: 9783965963214

**German website of the publisher:** <https://berufebilder.de>

**English website of the publisher:** <https://best-of-hr.com>

DIY-Coaching - Advise yourself with Success

4th completely revised and extended edition, 10.01.2024

©2024 by Best of HR - Berufebilder.de®, a brand of Janson Pressgroup Print & Online

Published by Simone Janson

Duesseldorf, Germany

Concept, editing, graphic design & layout: Simone Janson

Cover design with Canva

eMail: [publisher@best-of-hr.com](mailto:publisher@best-of-hr.com)

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# **Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book**

Dear readers,

glad we could convince you of the 4th, significantly extended edition, like thousands of readers before. Because this book makes your success tangible: In the following pages, you will not only encounter expert knowledge, but also a wealth of practical tools and resources that can help you achieve your goals and realize your full potential.

## **Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback**

For its interactive concept, the publisher was not only awarded the Global Business Award as Publisher of the Year by Corporate Vision Magazine and supported by the Minister of State for Culture and Media of the Federal Republic of Germany, but also repeatedly recognized in renowned media such as **ZEIT**, **Süddeutsche**, **personalmagazin**, or the special magazine **Personalführung**. For example, the **FAZ**, one of the most influential Newspapers in Germany, attests to us "good actionable tips" and customers like the **Press and Information Office of the German Federal Government** are enthusiastic. You can find many more reviews as well as information on free review copies at <https://best-of-hr.com/press/>.

Renowned experts from various fields - overview in the table of contents - have compiled their expertise and experiences to provide you with valuable insights and advice, practical and condensed. As a reader, you will also receive working materials as part of your book purchase, which you can download for free at <https://best-of-hr.com/academy/>. In addition, workbooks are available to help you reflect on the inspirations from this book.

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Briefly and concretely this is your benefit from this book: You support certified climate protection projects, quickly receive compact information and checklists from experts as well as access to AI extensions and the possibility to individually live your inspirations as an experience. Because many people willingly and naturally take advice from others, but are very bad at leading themselves and leading a life of their own accord. The reason for this is in many cases existing patterns and learned behaviors that make it extremely difficult to listen to your own inner voice. But authentic self-confidence, a confident demeanor and a relaxed approach to criticism can be learned, self-love is the key to self-realization with success. This book wants to encourage and show that it is worthwhile in your life to follow your own advice, ideas and values and not give anything to what others say.

You will receive valuable resources through this [unique publishing concept](#) that will enhance your knowledge, stimulate your creativity, and make your personal and professional goals achievable. This allows you to discover new ways, expand your thinking, and improve your skills to experience success. You will receive concrete advice, proven methods, and strategies to overcome challenges and overcome obstacles. By providing specific action steps and practical guidance, you will learn how to define your goals and develop plans to progress step by step. The clear structure and our special, highly detailed table of contents support you in quickly finding the desired information and implementing it directly into practice.

This is not only contributed by the expert articles of renowned experts but also by numerous inspirations from successful managers, entrepreneurs, and other exciting personalities. Their stories and experiences serve as vivid examples of how challenges can be overcome and goals can be achieved. Through their inspiring narratives, you gain insights into proven strategies and practices that you can apply to your own situations. Different, and potentially contradictory, aspects of the topic are deliberately addressed. This allows you to examine, reflect on, and weigh the various pros and cons optimally. This ultimately enables you to gain different perspectives and improve your knowledge to develop a deeper understanding of complex topics and find innovative solutions.

## **Information as desired with Membership Discounts, eCourses, Workbooks, and custom, individual eBooks**

Under the motto *Information as desired*, we also provide you with exactly the information you have been looking for. The book also includes an e-course with a worksheet for you to work through, which you can receive for free as a reader in our Academy at <https://best-of-hr.com/academy/>. You can find out how to access it in the book's conclusion.

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# **Coaching as a professional alternative: self-discovery, marketing, and customer acquisition**

*// By Martin Geiger*

In America, it has been the first choice for many years to develop one's own personality: individual one-to-one counseling has a real boom. Coaching is the trend. According to this, training as a coach is a real career alternative in an increasingly unsafe labor market.

## **80% of coaches without significant fees**

There are several motivations that apply, in whole or in part, to almost any type or form of coaching existence and are just a few of the arguments that lead many people to decide for a coaching education. But: A coach is only really successful through the right marketing.

When and what makes a coach a good coach? Just by the number of clients with whom he works successfully! In order to reach the top, it is therefore crucial - not just as a coach - to determine how well the individual manages to market himself.

Often, however, this essential prerequisite is missing, which is also not taken into account in almost all training courses: client acquisition. According to studies, around 80% of coaches hardly achieve any noteworthy fee income. Often the technical and methodological qualifications are given such high priority that another existential question remains completely unanswered: How do I win clients?

## **How do I win customers?**

Often, however, it lacks an essential prerequisite of successful coaches, which is disregarded in almost all training courses: client acquisition. According to studies, about 80% of the coaches receive hardly any significant fee income.

Often the professional and methodical qualification is given such a high status that another, existential question remains completely unanswered: How do I gain clients?

## **How to recognize a reputable provider?**

A reputable provider recognize potential buyers, Eg the following characteristics of a well-founded coaching education:

- Appropriate client references are available
- Training costs are well below € 5.000
- Active support in client acquisition

- Support also beyond the course
- Practice experience of the trainer
- Can also be used in your own workplace or second job
- Seminar provider comes from Germany

## 5 Marketing ideas from practice

On the way to a successful coach, some of the following best marketing ideas from the Life Coaching practice help.

- **1. Create a unique marketing statement:** Your unique marketing message should be brief and within 30 seconds. It should tell people what you do and what makes them unique. Your unique marketing message should always offer a benefit.
- **2. Use your photo ... anywhere:** People remember faces, not names. Using your photo on your business card, letterhead and advertising will give you a greater chance of being recognized and people will automatically feel they know you better. Because the names and heads of successful people often appear in public!
- **3. Write articles:** When your work is published in a magazine, newspaper or newsletter, clients connect with it and you get recognition. Always try to post contact information at the bottom of your article. You can send copies of your articles later eMail to send to interested parties.
- **4. Ask your clients for recommendations:** The question “Who do you know who could also benefit from my service?” is a simple but very successful way to win new clients. You've probably heard this before, but do you? Let your clients know that you want to extend your working hours and ask if they know someone to whom you can offer a trial call.
- **5. Contact former clients:** Many coaches forget that former clients could be interested in working again, for example through a change in their lives. In any case, they are an almost inexhaustible source of recommendations. Show your clients that they are important to you and listen to their suggestions. Make it your business to contact your legacy clients every 2 - 3 months - that's efficient customer care.

## Why do you want to be a coach?

At the same time, the number of providers who claim the unprotected occupational title is growing. Under these circumstances it can not always be easy for both future coaches and their clients to assess the quality of the offer.

To determine whether an activity as a coach could be an interesting alternative give the following important criteria for an activity as a coach:

- Interest in personality development and further education
- Active listening
- Need to help others
- Independent work

- Enjoy working with other people

## **How can coaches work more efficiently?**

Especially under the aspect of the current economic conditions, the existence as a coach seems more and more to mature into a real alternative. This training is suitable for telephone coach just because of the low investment costs and the second job opportunities.

But even existing coaches and trainers are increasingly thinking about an efficient extension of their range of services in the interests of their clients. Reason enough to address today the reasons that speak from the perspective of the participants for training as a coach.

## **Why do you really want to become a coach?**

From a variety of telephone interviews, the most common answers to the question “Why do you want to become a life coach?”

- **Be your own boss:** I want to be my own boss. That has always been my dream. I will then no longer need to take orders from someone else.
- **No fixed schedule:** I want to free myself from the daily routine. Life in the company bores me. I have worked all my life. I have been a good employee. Maybe it's just this midlife story, but I feel financially secure and I want more than just monthly payments. I want something beyond all routine.
- **Do my own “thing”:** I have skills that I believe others would pay me for. I'm good at listening, have some life experience, and I'd like to make my own schedule instead of looking for someone else.
- **Working from home:** Modern technical advances make it easy to quickly set up a fully functional home office - with no significant cost to an office or practice.
- **Easy entry:** I think it's a business where I can get started. I already have a computer and can work from my home office. The relatively inexpensive entry allows me to be self-employed. In most other areas that I've been interested in, you almost always need thousands of dollars to start a business.
- **Freedom:** I want to be able to work in pajamas, if I want that. This reason is just as good as any other. It also has prestige today when working from home.
- **Way out of unemployment:** I have no choice, my job has been dismantled. Actually, I start to see myself as lucky. I do not think I would have made the change by myself. I think I can make a living just as well, if not better, as a coach.
- **Make a contribution to the common good:** I want to change something. I do not even worry that I could not earn the salary I'm getting right now. Something bigger is calling for me. I would like to work with people who want to grow, have a real interest in personal development and appreciate what I can do for them as a professional coach.