



[The Business and Practice of Coaching](#)

Finding Your Niche, Making Money, and Attracting Ideal Clients

By Lynn Grodzki and Wendy Allen

★★★★★ (5 stars)

Buy this book if you:

- *Want the best research-based look at the business of coaching*
- *Need to get your coaching practice off the ground, find clients and start making a serious income from coaching*

This book is the best of the “start your coaching business” genre. If you are going to start a coaching practice, you owe it to yourself to learn what Lynn Grodzki and Wendy Allen have to say about what makes a coaching practice succeed in the real world. This book is the first to combine a coaching approach to practice building (step-by-step exercises, expert tips and a motivational plan to keep you moving) with real research about what works in promoting yourself as a coach.

What You'll Learn

The book begins by getting you grounded in some facts about the coaching industry. Unfortunately, a common complaint among new coaches is that they've been oversold by their coaching school – what they've been told to expect in terms of income and getting clients just doesn't hold water. For instance, the ICF has found that 70% of coaches gross less than \$50,000 a year. The authors take key research findings like this, tell you what they mean for you, and then explain how make them work to your advantage. There's good news, too: various articles and pundits are cited that point to a rosy future for the coaching profession.

The book also talks honestly about what to expect as a small business owner. For instance: “the most successful coaches are good marketers,” “the average small business takes three years to become profitable,” and you'll spend 6 to 20 hours a week doing admin (tasks other than coaching) in an average practice. It's easy to forget that when you are launching your practice you'll also need to be your own marketer, bookkeeper, administrative assistant and more.

The second section of the book covers defining your niche, targeting your market and attracting your ideal clients. One great section lists (in order) what real coaches say are the top 10 marketing tools for building a coaching practice. Then it gives you tips for how to implement each strategy. That piece of information alone was worth the price of the book to me.

The Business and Practice of Coaching also talks about the basics of setting up a business, creating vision and mission statements, business plans and goals for your practice. The **number one mistake** I see in people who want to enter the coaching field is they never take a cold, hard look at what they really have to offer. “*Why would people in your target audience come to you? What makes you credible as someone they would want to draw from?*” I've talked to too many people who want to coach executives but have never succeeded in business, or who want to coach

pastors but the highlight of their ministry resume is leading a small group. Coaching is not advice-giving, but generally clients won't hire you unless you are the kind of person they *would* come to for advice.

So take the time to go through and actually do the exercises to evaluate what you have to offer, define your niche and get clear on how you will market yourself. It will repay you many times the price of the book!!

The third section includes a wealth of material on entrepreneurship, covering topics like developing multiple streams of income, staying within the legal boundaries of the profession, setting fees and changing your self-talk about business, money and marketing. Again, exercises and examples abound to help you apply the material to your own life. The final chapters of the book profile a number of major coaching niches (i.e. life coaching, wellness coaching, etc.) Each section ends with a "Is this niche for me?" quiz.

Summary

If you are looking at getting into coaching as a career, this book is a must-have investment. The research-based approach makes it head-and-shoulders above the other practice building books I've seen. For the cost of half of a coaching appointment, it will take you through an in-depth look at how to succeed in the coaching business, how to market yourself, and if a coaching career is really right for you.

Don't start coaching without it!

Purchase [*The Business and Practice of Coaching*](#)

It is also included in Coach22's value bundle, [*The Practice Building Library*](#)

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