



## [The Coaching Starter Kit](#)

Coachville.com

★★★★☆ (4 stars)

*Buy this book if:*

- *You want dozens of forms and worksheets you can use in your coaching practice*
- *You want to make a career of coaching and want hints and tips that can make you more effect as a coach and entrepreneur*

This book is a compendium of forms and worksheets for professional coaches, from the Coachville.com coaching school. It's not a "how-to-build-your-practice" book: think of it more as a resource library of useful tools. The book contains hundreds of forms, tracking charts, lists of questions, tips and hints, and lists of potential action steps. If you are just starting out as a coaching and are looking for a book to show you how to market yourself as a coach, *Get Clients Now* is a better choice. But if you are willing to page through and find the tools that fit your professional coaching practice, you'll soon find several compelling tips or a handful of just-what-I-needed forms that easily pay for the cost of the book.

For instance, included is a list of 100 potential coaching niches that may give you a whole new idea of how to market yourself. There are sales aids like lists of questions to ask a prospective client, forms for creating client profiles in your first appointment, a whole set of evaluations that help you get feedback as a coach, and a great chapter on marketing that has a lot of invaluable information on getting publicity for your business. Often there are multiple examples of the same tool (like client prep forms), which allows you to cherry pick the best parts of each.

There's also a certain amount of what feels to me like chaff with the wheat. For instance, the list "88 Ways to Help Your Clients Get More" includes pointers like "Change the goal" or "Resolve the past." I don't find much value in that kind of obvious generality. Or "90+ Things a Coach Listens for and Hears" – OK, they are all good things, but seeing a laundry list of what I should listen for does nothing to help build my competence in that type of listening. But if you are willing to skip some tools, you'll find practical little nuggets you can use on page after page.

The biggest negative for me in this book is that the Coachville life philosophy, keeps cropping up. That seems to be basically, "'Be incredibly selfish!' You deserve a great life and you should get one. If you get all your own needs and wants met then you'll have more to give." Not exactly a biblical worldview. Be aware that that is where



Coachville is coming from as you adapt these tools – you may need to cut out some of the self- and success-orientation.

I was a little surprised to see an occasional statement like this: “Sometimes the client has the answer, sometimes the coach does. It really doesn’t matter where the answers come from.” I beg to differ: it matters a great deal when it comes to motivation. This is especially true in the ministry world, where we deal more often with internal, spiritual and personal life goals.

### **Summary**

As a resource library of forms and worksheets, this book is a great buy, especially if you are starting out and want to make a career of coaching. It will save you hours of time having to invent a bunch of this stuff yourself. The only thing that keeps this from 5 stars is a CD-ROM with everything in electronic form.

### **Reviewed by:**

Tony Stoltzfus, Professional Coach & Coach Trainer  
[www.CoachingPastors.com/stoltzfus.htm](http://www.CoachingPastors.com/stoltzfus.htm)