



# The Business and Practice of Coaching: Finding Your Niche, Making Money, & Attracting Ideal Clients

*Wendy Allen Ph.D., Lynn Grodzki*

Download now

Read Online →

[Click here](#) if your download doesn't start automatically

# The Business and Practice of Coaching: Finding Your Niche, Making Money, & Attracting Ideal Clients

Wendy Allen Ph.D., Lynn Grodzki

## The Business and Practice of Coaching: Finding Your Niche, Making Money, & Attracting Ideal Clients Wendy Allen Ph.D., Lynn Grodzki

### Building a thriving coaching business is a challenge.

An estimated 30,000 coaches have entered the coaching profession during the past five years. Unfortunately, the majority report they are unable to earn a living wage from their coaching services. Competition is high, and the knowledge of how to succeed in the business is often lacking. To survive today, coaches must match their enthusiasm with strong business and marketing expertise. Lynn Grodzki and Wendy Allen are veteran business coaches who understand how to strategically approach the business and the practice of coaching as well as how to mentor new coaches entering the profession. *The Business and Practice of Coaching* is the first text to combine a coaching approach (step-by-step exercises, direct suggestions, insider's tips, and motivational plans) with solid business information and ideas in order to give new and experienced coaches exactly what they need to prosper in the competitive business of coaching. Grodzki and Allen help coaches succeed by giving them the right information, showing them how to develop an entrepreneurial mind-set, and demonstrating how to customize a business plan that can spell the difference between accomplishment and collapse. Grodzki and Allen gives each reader the ability to: \* Build a coaching business that has relevance to the larger community around it and be aligned with the new realities of the coaching profession. \* Refine your coaching skill set to incorporate the five coaching competencies that signal to the public that you are a masterful coach. \* Define your innate coaching specialty and target a profitable niche market so you can make a bigger impact as a coach. \* Implement the eight best marketing strategies to attract coaching clients (and know the marketing ideas that coaches do best to avoid). \* Set and raise your fees the right way, develop multiple streams of coaching income, and build a six-figure business that you can own and sell. \* Institute risk management policies that ensure your practice is legally safe, ethically sound, and trouble free. Covering all of the territory from positioning your coaching business, differentiating it from the competition, acquiring basic entrepreneurial skills, and learning from profiles of master coaches *The Business and Practice of Coaching* offers a wealth of information and accessible, yet expert guidance. Readers will discover how to take advantage of current trends and avoid distracting hype within the quickly changing coaching profession so that the coaching business they build today will be viable tomorrow.

 [Download The Business and Practice of Coaching: Finding Your Niche, Making Money, & Attracting Ideal Clients.pdf](#)

 [Read Online The Business and Practice of Coaching: Finding Your Niche, Making Money, & Attracting Ideal Clients.pdf](#)

**Download and Read Free Online The Business and Practice of Coaching: Finding Your Niche, Making Money, & Attracting Ideal Clients Wendy Allen Ph.D., Lynn Grodzki**

---

## **Download and Read Free Online The Business and Practice of Coaching: Finding Your Niche, Making Money, & Attracting Ideal Clients Wendy Allen Ph.D., Lynn Grodzki**

---

### **From reader reviews:**

#### **Joseph Chandler:**

Now a day folks who Living in the era wherever everything reachable by connect to the internet and the resources inside can be true or not call for people to be aware of each data they get. How many people to be smart in receiving any information nowadays? Of course the answer is reading a book. Looking at a book can help people out of this uncertainty Information particularly this The Business and Practice of Coaching: Finding Your Niche, Making Money, & Attracting Ideal Clients book as this book offers you rich facts and knowledge. Of course the data in this book hundred pct guarantees there is no doubt in it you may already know.

#### **Jennifer McNab:**

As we know that book is significant thing to add our information for everything. By a book we can know everything we want. A book is a range of written, printed, illustrated or blank sheet. Every year seemed to be exactly added. This guide The Business and Practice of Coaching: Finding Your Niche, Making Money, & Attracting Ideal Clients was filled in relation to science. Spend your extra time to add your knowledge about your scientific research competence. Some people has several feel when they reading the book. If you know how big selling point of a book, you can sense enjoy to read a e-book. In the modern era like today, many ways to get book that you wanted.

#### **Patrick Bergeron:**

Do you like reading a reserve? Confuse to looking for your preferred book? Or your book seemed to be rare? Why so many problem for the book? But almost any people feel that they enjoy for reading. Some people likes looking at, not only science book but in addition novel and The Business and Practice of Coaching: Finding Your Niche, Making Money, & Attracting Ideal Clients as well as others sources were given information for you. After you know how the fantastic a book, you feel wish to read more and more. Science reserve was created for teacher as well as students especially. Those publications are helping them to put their knowledge. In additional case, beside science book, any other book likes The Business and Practice of Coaching: Finding Your Niche, Making Money, & Attracting Ideal Clients to make your spare time considerably more colorful. Many types of book like this one.

#### **John Yang:**

What is your hobby? Have you heard this question when you got students? We believe that that issue was given by teacher to the students. Many kinds of hobby, Every person has different hobby. And you know that little person including reading or as reading through become their hobby. You should know that reading is very important and book as to be the thing. Book is important thing to include you knowledge, except your personal teacher or lecturer. You discover good news or update about something by book. Many kinds of books that can you choose to adopt be your object. One of them are these claims The Business and Practice

of Coaching: Finding Your Niche, Making Money, & Attracting Ideal Clients.

**Download and Read Online The Business and Practice of Coaching:  
Finding Your Niche, Making Money, & Attracting Ideal Clients  
Wendy Allen Ph.D., Lynn Grodzki #9S5RL1BU0ZC**

## **Read The Business and Practice of Coaching: Finding Your Niche, Making Money, & Attracting Ideal Clients by Wendy Allen Ph.D., Lynn Grodzki for online ebook**

The Business and Practice of Coaching: Finding Your Niche, Making Money, & Attracting Ideal Clients by Wendy Allen Ph.D., Lynn Grodzki Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Business and Practice of Coaching: Finding Your Niche, Making Money, & Attracting Ideal Clients by Wendy Allen Ph.D., Lynn Grodzki books to read online.

### **Online The Business and Practice of Coaching: Finding Your Niche, Making Money, & Attracting Ideal Clients by Wendy Allen Ph.D., Lynn Grodzki ebook PDF download**

**The Business and Practice of Coaching: Finding Your Niche, Making Money, & Attracting Ideal Clients by Wendy Allen Ph.D., Lynn Grodzki Doc**

**The Business and Practice of Coaching: Finding Your Niche, Making Money, & Attracting Ideal Clients by Wendy Allen Ph.D., Lynn Grodzki Mobipocket**

**The Business and Practice of Coaching: Finding Your Niche, Making Money, & Attracting Ideal Clients by Wendy Allen Ph.D., Lynn Grodzki EPub**