



PROFESSIONAL CHRISTIAN COACHING TODAY

Chris McCluskey & Kim Avery

*The podcast dedicated to Raising the Standard of Coaching...
and Changing the World*

Episode 027

Setting Your Fees

KIM: Welcome to a much anticipated and much asked for episode of Professional Christian Coaching Today. Today, we are talking about how to set your fees as a Christian coach. I have to tell you, I know firsthand that this is a really popular topic, Chris. Years ago I wrote on my blog, a blog post I entitled, How to Quote Your Prices without Flinching or Fear. While I wish I had come at that blog post as the guru from the mountain who knew everything about pricing, it really came from a gut level of being someone who was always just a little tentative, a little unsure. Is it too much, is it too little? That angst would come across in my voice when I quoted my fee whether it was too high or too low, and nothing ruins confidence I think in a coach and when you hear coaches who aren't sure what their worth and how to talk about it intelligently. What we want to do today is look through what I call five confidence building questions, ways that you can increase your own confidence in what God calls you to set as you fees and know that you know that this is the right fee for you, at least in this situation. So Chris, I know I'm not the only one who has a history of struggling with fees for coaching. What's a little bit of your story with this?

CHRIS: This is surely one of the very first topics that come up for pretty much any coach entering the field. It may not be the very first one but it has got to be near the top

PROFESSIONAL CHRISTIAN COACHING TODAY

so for me, I go back to hiring my first coach, Patrick Williams. Pat Williams was a friend and colleague of Thomas Leonard. Many know him in the secular coaching world as the father of professional coaching. He is deceased now many years but many of the early writings in this field were by Thomas, and Thomas and Patrick had had lots of conversations about this. Thomas wrote about it quite extensively. So I floated the question by my first coach, Patrick Williams. I said, “Pat, okay, so I’m definitely in on this thing. We’re getting everything in place. So we’ve got to talk about fees. What do you do?” Patrick said to me very wisely, very stage-like, “Chris, I’m going to kick your butt if you don’t charge at least \$200 a month.” That was just the figure that he threw out. Now, this is back in 1998 so that was the fee at the time. What he meant was for a package of three scheduled coaching sessions, typically a half-hour or so in length, he was saying the fee for that to at least be \$200 a month.

Now Patrick was a therapist like myself and so we were kind of drawing from what we were used to being able to charge for a 50-minute clinical hour of what you might bill insurance companies for psychotherapy. So if you break that down from 50 minutes to a 30-minute session and you think about roughly, well, what would it be like for maybe three of those, that’s kind of where that figure was coming from. Well I had no other frame of reference and honestly, neither did Patrick nor Thomas Leonard nor anybody else. It was a new field. So I kind of took that and just laughed and chuckled and said, “Okay. All right, that’s fine. I don’t want you kicking my butt.” So I put it out there and son of a gun, I picked up my first three clients at \$200 a month. You would think that would be enough to be very confident that probably not only had I found a magical number to start with but I was probably underselling my services, and yet what I found internally was exactly what you just mentioned a moment ago. That was that when I put the fee out there, I was getting in the way of my prospective clients being able to hear it. I was hesitant. I didn’t know yet. I knew what I was worth as a psychotherapist. I did not yet know what my services were worth as a coach. So I was putting a fee out there because it had been just handed to me. I hadn’t really

PROFESSIONAL CHRISTIAN COACHING TODAY

done a coach approach to it, fault of Patrick Williams. We were just having a consulting type conversation at that time, but I didn't own that fee.

Looking at it now, it's kind of funny that I could have such insecurity about it at that time, but I did. I very definitely did so I recognized that there was a need to reevaluate not just what will the market support but what can I get in alignment with from me internally because here's the ultimate principle that I think was one of the truisms that I came to –the reality of setting your fee as a coach is a combination of two very important forces. One is what will the market support. You can set your fee ridiculously high if the market won't support it, they will just go, "That's very nice," and then move on. You don't have any clients. It doesn't matter what your fee is and certainly then if you set it really low, the market may just bombard you with clientele, but it's telling you, "Ah, you're really kind of undercharging for your services. You could bump up." The other big issue is what can I, myself, charge with confidence. Again, you could set a fee very, very low and fill your caseload with that though the market would be telling you, "You can charge more" or you could set your fee outrageously high, overly confident, "Oh sure, I'm worth \$10,000 and if the market is telling you, "No, you're not," then no you're not. You've got to have both of those pieces in place. Somewhere in there, for every single one of our listeners, is that magic place of what the market will bear, the market you're going after, your niched clients, and what you can confidently and comfortably put out there yourself.

KIM: That's why I think we need to think about five different questions and none of these questions is in isolation but in conjunction with each other because as you said, we could look at one factor or we could look at another and come up with wildly different prices. Knowing that we're unique in our situation and what God has called us to do is unique, I think it's good to just sit down and prayerfully consider these factors. I think the first and most obvious question to ask yourself is why did God call you to be a coach? I don't mean your contribution as much or the vision that he has for you making a difference in the world, but in terms of your own personal needs. Are you the sole supporter of a large family? Do you

PROFESSIONAL CHRISTIAN COACHING TODAY

have a retirement that you're trying to pay for, kids going through college and you're the one who is going to support them, or perhaps you're the spouse of someone else who is the sole supporter of your family and you have extra money, or this is just a ministry or a hobby for you.

We're all coming into coaching with different reasons and different needs. If God is calling you to make a living and support your family through coaching, you have got to look at this through a business lens whether we want to or not. That's not really a choice at that point. That's just the wise stewardship way to handle the question. Not everybody is in that situation but some people are and then we have a lot of people, Chris, that you and I know personally who do this as a ministry. Not that they don't make some money because everybody wants their client to have skin in the game, right, so that they are really invested in what they are doing, but it's not their main means of support and so they come at it from a different attitude.

CHRIS: Yeah absolutely. You've really hit the key point. The first place to start is why has God called me into this field? In other words financially, what does it need to generate if anything?

KIM: Right. So that first question then is why did God call you to become a coach and second follows right after that. Who is God calling you to serve? Like us, the people we're being called to serve all have different life circumstances, different callings, different situations. What I like to tell my clients are all niches are valuable, but they are not all equally profitable. It's just the bottom line. The missionaries that you want to serve in Africa are not bringing the same kind of disposable income as it were to the coaching conversation as the executive coach in the C suite executives who is jetting around the world and has money and understands the value of paying for your times and services. We have to think about not just what God is calling us to do but as we go out and choose a niche and we get into the marketplace, we need to think about what are their means,

PROFESSIONAL CHRISTIAN COACHING TODAY

their resources, their awareness of how valuable a service is and what they are going to pay for it.

We talked a little bit about this in our episode on niching, Chris, and people may want to go back and reference that episode. It's episode #21 and I think that's going to give them some more additional information on this particular question. All right. So we've got why did God call you to become a coach, who is God calling you to serve, and then it doesn't sound like a big question but it actually has many different facets to it and that's this third question, Chris. How many clients do you want? You're the person I learned the answer to this question from so why don't I let you start in on that one.

CHRIS: Well, it's one that I learned by the school of hard knocks, which is a great way to learn lots of things, right? A little rough but it's a good teacher. Yeah, I mentioned earlier that my first three clients I secured at \$200 a month and then began to recognize that I was hesitating to put that fee out there. I was at least self-aware enough, I guess, to listen to that insecurity and I realized you know right now early in the game, just kind of building a trial balloon almost of coaching and seeing, does this really work? Do I enjoy this? Is this a good stewarding of my gifts and talents? Is it really going to be helpful to people? I didn't know. So at the early point I realized, you know far more important for me right now than how much money am I making per client is how many clients am I getting in fairly rapid succession so that I can answer the other questions that I need to answer like what I just mentioned there – is this a truly helpful service? Will people actually pay for it? Can I gain some greater confidence? Well, the only way I'm going to do that is if I have a variety of clientele to serve, a diversity of life issues among those clients. When I look at my caseload, I begin to see stability week to week because hey, I've got eight or 10 clients this week. I've got 8 or 10 clients next week. That's starting to feel like something I could lean into. I'm not just eking out one or two or three clients.

PROFESSIONAL CHRISTIAN COACHING TODAY

I realized and Kim, I think this is probably the phrase you were referencing when you said you learned something from me about this. I have said metaphorically, “In the early days of launching my coaching practice, I realized I would rather have 10 clients fairly early, like the first month or two, three months for sure. I’d rather have 10 clients each of them paying me only \$100 a month for three sessions, just \$100 a month than to have four clients each of them paying me \$250 a month.” Again, remember this is kind of a metaphor so we’re working with just the numbers but my fee at that time was \$200, my advertised fee. I lopped that in half so I’d rather have 10 at \$100 than to have four at even more than I’m charging \$250. You said, “Chris, that’s crazy. That’s the same \$1,000. Why in the world would you want 10 people earning you that money instead of four people earning you that money? That doesn’t make sense in terms of your time.”

You’re right. It does make sense though on every other plane that matters to any new coach which is again, those points that I was emphasizing earlier, can you gain a variety of experiences and diversity of different life issues that your coaching clients around? Can you gain that internal sense of confidence because you know, by golly, that session might not have gone too well but the other three did and this one that I just wrapped up, it went really well? So you’ve got other things to compare to as you move forward. Add to that that let’s say next month, you had a great month this month but next month, two of your clients dropped. Maybe they dropped because they are wrapping up, maybe they dropped because they had a financial crisis or some other family emergency. It doesn’t matter what the reason but they dropped.

Well, if you’ve got 10 clients on your caseload and you’re still getting your sea legs here in the field, that’s okay. I mean, ouch anytime somebody drops. It’s a bummer but you still got eight left. That’s plenty to increase your diversity of experience and to keep gaining confidence. You have only four. I don’t care what they are paying you. Two of them dropped out. Your caseload just dropped in half and so did your confidence and your opportunity for experience and diversity. Heaven forbid another one of those drops next month and you haven’t

PROFESSIONAL CHRISTIAN COACHING TODAY

picked somebody up, you're still very fragile. Your caseload and the stability of your practice is brittle. That's why I'm emphasizing that people who get too stuck on what fee are you charging right out of the stocks, I think they are emphasizing the wrong thing. I really encourage people, set a fee that you feel confident with and be willing to negotiate down from it. If the only thing that's going to separate a prospect from being a client is that you can tell they are a little hesitant on your fee. Then who cares? Throw your fee to the wind for now. Adjust it to what they can pay and get coaching. That's the key message.

KIM: And not only confidence, we absolutely grow in competence as we coach too. I know there have been times in my life when I've tried to save a few pennies here and there like when I gave my children a piano teacher who was a student herself and not very experienced, and I thought I was saving all this money but once they switched to a real piano teacher who cost me a lot more money, they progressed three, four, five times as quickly. It made a difference to get a professional and as we practice coaching, Lord willing, we are getting better and better at it. So our competence is growing, which means the word of mouth marketing and the results our clients are seeing are growing as well as our confidence. So there is this wonderful snowball effect when I think we lay that broad foundation at the very beginning by coaching a lot of people at a fee that's comfortable for them and comfortable for us.

CHRIS: Very definitely. I love that metaphor of the piano teacher because it's a perfect analogy. It really is. Sometimes we think that we're going to get a deal and you realize not such a good deal in terms of the results that I actually get from it. What I did was I still advertise that \$200 fee that I had started out with and whenever I spoke anywhere, networked anywhere, I had a stack of little coupons that I printed up. Made them myself and just printed them up and handed them out like candy. They were good for \$100 off either the first month or indefinitely, or they were good for \$50 off dependent on who the group was and where I was speaking, but the point was, anytime I went anywhere, this is my advertised fee.

PROFESSIONAL CHRISTIAN COACHING TODAY

Here's a discount coupon because you're here. Be sure and mention it if you secure my services and boy my caseload filled very quickly from that point then.

KIM: Yeah, whether you knew it or not at that time, you're tapping into two very powerful marketing principles – principle of urgency, “Act now” and scarcity, “this is going to go away. Take advantage of it” and so people knew they were getting a real value. I think that's much better than discounting your prices as I used to do out of fear. Somebody would come to the call and I'd say, “Well, I charge \$250 but of course if that's too much for you, I can really...” They hadn't even spoken yet and I'm already back pedaling. I just think that that's got to disinspire them and make them wonder, “Does she really know what she's doing?” Face it, my physician has never done that to me, Chris. He has held real firm to his fee every single time.

CHRIS: Yeah, most professionals, they don't scramble with their fees like coaches do but I think what we're hitting here is a terribly important principle. By the way, for those of you who are listening and maybe more in the executive, corporate, or leadership realm or just in niches that you are able to charge a higher fee, I would encourage you stick with us here. If you're a little bit taken aback by the low fees that we're talking about right now, hang on. We're going to look at a huge range, but we're trying to set the foundational principles first that we believe hold true across the board wherever you ultimately land in your fees. So Kim, why don't we tee up here question #4 about niches, huh?

KIM: Yes. One of the things we do, while Chris talked earlier on it on the podcast about the marketplace and what the market can be, and one way to do that in almost any industry is to think about what other people, your competition but we don't really have competition as coaches, but what your competition is charging, what other people are. Question #4 is this, what are other coaches in your niche - remember because it's very niche specific - what are they charging? Sometimes, this question could feel a little bit like a black hole. You go on the web, you go on the internet, and it's like the biggest kept secret in coaching. People aren't

PROFESSIONAL CHRISTIAN COACHING TODAY

really willing to divulge their fees and what they are really charging, you know when they get the client on the phone and what they are doing. It's a benefit of being aligned with other professionals, I think, in the industry and being part of networking groups or Facebook groups where people are just honest with each other about things like that. So we can get a sense and really find out. I've learned from my clients going out and doing some market research that coaches can be generous. If you'll call somebody who is in a similar industry - an executive coach, a career coach, a fitness coach whatever it is - sometimes they will be willing just to meet over the phone and be generous and let you know.

Borrowing that, we do have some kind of worldwide averages. Sherpa Executive Coaching Survey, they put out a survey every year and report back to the public on what they found. Their 2016 coach's earnings report has just come out. I'm excited and it can be found at the Sherpa Leadership Institute so people can get more in depth information, but for 2016, here's what they found as kind of general niches - executive coaches are charging an average of \$375 an hour. So that's an hour-long appointment and remember, it's an average worldwide. You can only get so much information from it but at least you've got a general start of, "Okay, this seems sound what I'm charging." Business coaches were averaging \$237 an hour and life coaches, and they also put like wellness coaches, personal coaches in that category, were at \$197 an hour. If I were a new coach and starting out and thinking "Well, I don't probably have quite as much experience as people who are doing the average or maybe I could look at it a different way. "I live in a really expensive geographical region of the country so I can charge a lot more." There are factors that take it either way. It will at least give you a basic indicator of where to start with your fee setting.

CHRIS: Yeah, it's really good. It's helpful to have figures like that from Sherpa. Now to just be sure that we're clear for our listeners, in the Sherpa questionnaire, the way they posed their question was fees per hour. So a 50-minute session or a 60 minute clock hour, that's how they were defining the figures. For example, the executive leadership figure there that Kim just quoted of \$375 as being the

PROFESSIONAL CHRISTIAN COACHING TODAY

average is for a single session. Normally when I quote fees for coaches, I quote them as a monthly fee because almost all coaches contract on a monthly basis. So a package of two or three sessions typically during the month and those sessions may vary in terms of their length, from a half hour which is what mine have always been to 40 minutes or 45 minutes or again a 50-minute kind of more like the clinical therapy hour, or a full clock hour. I don't like to see people block out a full 60 minute clock hour because it gives you no time to shift gears between clients before you're on the phone for the next one. You can't even run and grab a cup of coffee or hit the bathroom there, but however you schedule your individual sessions, the Sherpa quotes are per client hour and the figures that Kim and I are normally referencing here are per month. When we quote a month, we're quoting three scheduled sessions during that month.

I remember a conversation that I had again early on in the launch of my coaching practice. I had actually gone to a full time now. I had closed down my practice. We have moved here to the farm and I was growing my caseload. I had taken a trip up, this was when Gary Collins was working on the book, Christian Coaching. We've referenced that book here many times on this podcast. Gary was still working on the manuscript. He was consulting with me on it and we were sitting at his house. His wife, Julie, had made us some sandwiches and we're just munching our sandwiches and chips. He says, "Chris realistically, how much do you think you can charge for just this coaching thing that you're doing? I mean, you know I love it. I'm all over it, but it's not very tried and tested right now in the marketplace. What do you think is the built in ceiling?" I mean, he was just putting words to a question that I have faced pretty much every day and I say, "You know Gary, I really don't have any idea." At that time, I was still setting my fee at \$200 a month. I eventually bumped it to \$250 but I think I told him at that time, "I'm considering bumping it up \$50 because my caseload is pretty close to full now. So the marketplace is telling me I probably could bump it up a bit, but I don't know. There has got to be a built in ceiling somewhere but I don't know where it is. It's probably around \$300 or so a month" because if I'm

PROFESSIONAL CHRISTIAN COACHING TODAY

thinking like a clinician, if you break it into three one-hour sessions, that's like a \$100 a session. That's about what I was charging at the time for my psychotherapy services.

That was the end of our conversation but do you know that figure, it came out of my own mouth. It wasn't based on any kind of Sherpa report or anything else. Sherpa wasn't around at that time. It didn't come from anywhere other than inside of Chris, but it lodged in my brain and I created for myself a built in ceiling that sure enough, I bumped to \$250 and nobody missed a beat in terms of signing up for my services so I eventually bumped it to \$300. But I told myself internally, "Okay, so there's probably the top. I need to look at how many clients I'm serving at that and then if I want more income, I've got to look at just diversifying my streams of income and doing some other groups, testing services, or whatever else because I'm pretty much at the ceiling." I did not risk - and I considered it a risk at that time - bumping my fee any higher. I'd found my niche. I was serving my clients. They were paying \$300 a month. I should be happy at that - and I was - and so I just really didn't consider it.

I kept seeing colleagues of mine beginning to charge more and I began to debate with some of them and say, "Are you sure that the market is really good? Are you sure you're not seeing a downturn?" No, they weren't and so eventually I eked out a bump to \$350, never missed a bit. It shocked me. I couldn't believe it. About six months later, I decided well, I'll try another \$50 bump and I eked out to \$400. Never missed a beat, in fact if anything, my clients because I had word on the street, so to speak, I was getting happy clients referring other clients to me. I was getting more invitations to speak and being paid to come and speak, and all the marketing that you've done during those forming years was beginning to pay off. By golly, my phone was ringing more now than it had before and so yes, the issue here now was the marketplace wasn't telling me I had hit my ceiling. Chris internally was telling himself that he had hit the ceiling and I, in fact, had not. Thank goodness eventually my friend and colleague, Judy Santos, hammered me for months saying, "Chris, this is ridiculous. You know you should be at \$500 a

PROFESSIONAL CHRISTIAN COACHING TODAY

month. Look at how many of your colleagues are.” So I bumped it \$100 that time, from \$400 to \$500, never missed a beat. Bumped it from \$500 to \$600, never missed a beat.

Kim, you know this story here and I’m not ashamed to put the numbers out because they should serve as a real encouragement to many of our listeners who have identified other niche groups that can easily pay more, in fact, would anticipate paying more and maybe a little bit put off if you’re not charging more of what they would consider to be the market rate. I bumped my fee from \$600 a month to \$1,200 a month and did not miss a beat. So I bumped it from \$1,200 to \$2,500. That’s where my fee is set right now. It may go up from there. I don’t know but I’m happy and I’ve got clients paying it without hesitation. I have colleagues who are charging \$3,000 a month. I know of persons who are charging \$7,500 just for a single day of coaching. The market will bear many, many things depending on your niche and depending on your expertise, your visibility, your credibility, lots of things but in the end it will also come down to a marriage between the marketplace and your own internal self messages.

KIM: So important and the other beauty of what you’re saying is our ability to customize our offerings in terms of price but in terms of time and method to our lifestyle, and what our clients will work with. I know of some coaches that have people fly out to their island and gulf and charge for a gulf coaching weekend. I don’t like to gulf. I’m sure otherwise I would do that in a heartbeat. So they charge per week and they are like you say, I’ve given intensives where people fly down to Florida to work with me for a full day or two days, and so there’s a price for the intensive. It’s not an hourly fee because there’s this amazing momentum that comes when you do nothing but focus on your life and your business for hours at a time and a day at a time. The coaches who are listening, we are trying to give them guidelines on how to set their fees but think outside the box. Consider who God has called you to work with and what He wants for you in your life and then yeah, trial and error, I think, maybe from that point is a good watch word and a good way to go about it.

PROFESSIONAL CHRISTIAN COACHING TODAY

So we've gone through four different questions so far – why did God call you to become a coach? Who is He calling you to serve? How many clients do you really want at a time? What are the other coaches in your niche charging as a good guideline? I have to tell you, I went through all four of those questions a lot of times in my early coaching practice and still did the stumbling thing when people asked what I charged. Even after I have been a therapist and I was used to charging big money for my time. I just felt awkward I think because I was coaching people in the church sometimes and they thought it should be a ministry. I don't know. Anyway, it just wasn't coming confidently and I knew that was hurting me and worse than that, it was hurting them and their ability to really see the value of what I brought.

It brought me to this fifth question which is this, what does God want you to charge? I really sat down with this question and it seems like a simple question but literally, I sat there for months, Chris, with my journal off and on and I thought, "All right, what are the values that my business holds? What's most important to me that I want to honor before the Lord because that will give me a guideline. I came up with seven different business values that were just critically important to me. They made me realize the combination and we should do an episode on values sometime, but they made me realize as I went through that exercise that one of my values wasn't to be a coach to the stars or a coach that was too missionaries as a ministry, but somewhere in the middle of the road, I wanted to give exquisite service. I wanted to be abundance minded, but my personal value from my business was also to be affordably priced. Under promised, over delivered, but make it priced for the average person. That's who God was calling me to serve at that time and so with clarity in those business values came the final confidence in pricing that I really needed.

CHRIS: Really good points. As I think over the many conversations that I have because of running the institute here and our students inquiring about things such as this, I'm flashing Kim on two conversations I had with two different students just this past week that had to do with actually clients. They weren't raising the issue of fees

PROFESSIONAL CHRISTIAN COACHING TODAY

but the reality was, it came down to fees, not clients. The conversations were around two persons who were frustrated that they had taken a lot of training. They had more than enough hours now to be able to sit for the International Coach Federations first level of certification except for one little rub and that was they didn't have enough client hours of actually doing coaching. They had more than enough training hours, not enough hours of actually doing coaching, and they were frustrated with that. They were saying, "Well, how am I ever going to get clients unless I get certified? They are not going to believe that I'm competent to do anything unless I've got a certification of my own." I was saying, "No, no, no. That certification is not supposed to be your ticket that suddenly makes your phone ring."

I think that's actually a pretty common misconception among a lot of new coaches. They really believe that they won't be able to put themselves out in an assertive fashion to the marketplace until they have some letters after their name, some kind of a stamp of approval that says, "I'm certified. This is going to tell the marketplace now that I am worthy of charging something." So I go back. As I did in those conversations, I go back to what I said at the beginning of this podcast, the big issue is what do you need most right now? Listener, if you are launching your coaching practice or you're growing it and it's struggling right now, what do you most need right now? In tackling this fifth question that Kim has posed here, what does God want you to charge, I think that's part of what we do in bringing our journaling and our number crunching before Him is to say, "Well Lord, I know these are fixed expenses right now. So I know from either coaching or somewhere, I've got to generate enough income from this, but right now if I want to do that from coaching, I need a bunch of clients so that I can get a bunch of experience and gain confidence," and as Kim said competence from doing the thing.

Many of us are familiar with the frequently quoted figure from Malcolm Gladwell. He calls it his 10,000 hour rule. He suggested in order to become world class at anything, you have to do it for at least 10,000 hours. Well at this

PROFESSIONAL CHRISTIAN COACHING TODAY

point, it doesn't matter whether it's 10,000 or 1,000. The point is that sure, in order to become certified, you need a certain number of client hours, but in order to launch and sustain a successful coaching practice, you have to have clients at whatever fee initially. So answer that question about what you need right now, what is God calling you to charge right now, how many clients from which niches in what combination can provide that for you right now and get that moving and then allow the marketplace to increase and they tell you when you could bump fees and other niches that you might be able to target and other ministry that you might be able to do because now you're successful enough in your paying clients that you can afford to invest in ministry, etc.

KIM: Yeah. We all have to start somewhere and start sometime. I think it's those voices of fear in our head that say, "I will be worth it when..., I will be valuable when..." The fact of the matter is God has called you to be a coach than coach. If you are going to coach like you said, Chris, let's go out and get clients with confidence, with the competence He has given us, with the price He is calling us to charge, and it will continue to grow as He blesses as our practices go on.

CHRIS: Well and He does bless, doesn't He, because I know, Kim, one of the things that you and I enjoy so much is anytime we get to talk with our students who do have successful thriving practices and they are making their fulltime living in it, they just gush not only about, "Hey, this is providing for my family and I'm working from home now. We're able to be portable and go do short term mission trips or take vacations with the family and I can still follow up on the business." They gush about all that and they gush to us about the ministry that they are able to do freely through their coaching business because it's successful. Because they are charging the market rate, they can then turn around and tithe their services to a certain number of clientele, provide scholarships for missionaries or other persons whom they want to support, can serve as corporate sponsors for ministries and their community and events that are going on. They love to send pictures of their coaching practice's logo on the back of

PROFESSIONAL CHRISTIAN COACHING TODAY

T-shirt for something, a flyer that went out for something, or a fundraiser for something.

In our own school here, I think many persons know anyway that we are very supportive of crisis pregnancy centers. We say that our Christian life coaches support all life and so a percentage of every single person who comes to the school, their moneys go to supporting crisis pregnancy centers. We've given tens of thousands of dollars to crisis pregnancy centers because we're running a successful school. These are the principles of successful Christian business that allow us to serve others freely and lavishly from a full cup or a relatively full cup. For those of you that are thinking, "Yeah, I've heard this before in this podcast," you might be remembering a recent episode we did with Dan Miller not too many months ago that was called Inspiration for the Coach in Private Practice. In that one, he talked about that metaphor of filling up your cup and it overflows into a basin, a bowl so that out of that, then others will be able to be served. It's a lot easier to quench other people's thirst when you've got something in your cup. So we're attending to getting something in your cup, filling your practice with clientele at a fee and growing it over time so that it can feed many, many others.

KIM: It's a beautiful, beautiful picture and that episode you were referencing is episode #9. If our listeners want to go hear that, Dan Miller does a beautiful job with a verbal description, a metaphor of that abundance mentality and business. I would encourage everyone to go listen to it.

CHRIS: Good, Kim, thanks. That was Episode #9. Well listen, if you have caught the spirit of what Kim and I have been sharing here, and you're feeling inspired and more motivated to get your coaching business cranking so that you can respond to the call you feel like God's placed on your life, let me remind you again, as we mentioned in last week's podcast, that Kim and I have launched a business building mastermind group. We call it the High-Impact Mastermind, H-I-M, or HIM. The High-Impact Mastermind, a joint venture between Kim and myself, it is not too late for you to join that. We have opened up applications, and I'm happy

PROFESSIONAL CHRISTIAN COACHING TODAY

to say we have been flooded with applications. But we have an open application period through April 18th. So, if you are serious about large Kingdom impact and making coaching your full-time work, we would love to have you join us. You can find information out about that on our website at www.ProfessionalChristianCoachingToday.com -- you'll see immediately in the sidebar there is an icon to click on for the High-Impact Mastermind Application. Also you can just go straight to that if you just want to type in the actual URL, www.ProfessionalChristianCoachingToday.com/him. Again, we would love to have you join us if that is how the Lord seems to be calling you.

Thanks for sticking with us on that topic that oftentimes is an awkward one for many people. It brings up a lot of insecure feelings inside but hopefully, you're feeling a lot more confident and you have a lot greater clarity now about how to proceed in really discerning and setting your coaching service fees. Until next time, keep raising the standard of coaching and changing the world.

KIM: God's richest blessings to you.