



PROFESSIONAL CHRISTIAN COACHING TODAY

Chris McCluskey & Kim Avery

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

Episode 045

Gary Collins on Growing Your Private Coaching Business

KIM: Dr. Gary Collins on Growing your Coaching Business. Well, if you're interested in how a nonbusiness person, maybe someone such as yourself can grow a coaching business or if you're looking for ways to parlay your strengths as well as your previous or current work experience into this new coaching adventure, then this episode today really is for you.

The interview we're about to hear with Dr. Gary Collins comes from a recorded bridge call that Chris did with him several years ago in which Dr. Collins addressed numerous aspects of the emerging field of coaching. The original format allowed for some open Q&A from our students and others calling in, and with Gary's permission, we've edited that original call to about 20 powerful minutes so that you get to benefit from his wisdom today. You're going to hear Gary pose three key questions you can ask yourself so you can get clarity on how to grow your coaching business and then he's going to leave you with six specific ways to more effectively reach that audience.

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Chris, I just have to say, some of my favorite parts of this episode are when Gary looks back at how he got to where he is in the coaching business and gives you so much deserved credit for the role you play in his life and in his career. I'm pretty sure I heard him mention you were the very first person to suggest he write a book on coaching. You were a prime encourager throughout the process and he also called out – and I agree – that you're really a great example of being an extraordinary marketer. So Chris, tell us a little bit more about Dr. Collins.

CHRIS: Well, it's humbling to hear praise and yeah, I'm thankful that he does speak of our 25-year friendship here and the fun that we have had kind of stumbling our way through this emerging profession and getting to have a hand in helping to shape some of the thoughts on it. This recording was a particular fun one to go back through because as Kim said, it's much longer than what we're sharing here. I had a conversation with Gary almost two hours long just this weekend again by telephone, but it was not a recorded conversation. It was two friends talking about life and catching up with each other, and we decided that the best way to get some really good meat for our listeners for this recording today was actually to go back through this recording.

When we set this up originally, as Kim said, it was to be a live call in show and it was opportunity for question and answer from people about a whole range of things in the world of Christian coaching. The portions that we've pulled out only really pertain to the marketing and growing of a coaching business. So there are a couple of edit points in here that you may hear as we go through. Just kind of roll with those if you catch them because this is all vintage Gary Collins kind of stuff. Kim, as you were just saying there in the beginning, if our listeners are particularly ones who struggle as Gary openly does, he makes no bones about it when he says, "I hate to market," then I think there is some very rich material to be mined from this.

What you're about to hear are the ways, the primary ways in which this man who most anybody in the Christian coaching world immediately recognizes as being

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one of the real thought leaders and certainly the author of that classic book, *Christian Coaching: Helping Others Turn Potential Into Reality*, he is drawing from the years of having served as president of the American Association of Christian Counselors where he helped shape that whole field and then his transition out of that and some real shockers as suddenly the phone that used to ring off the hook now was barely ringing at all, and he talks about the inner struggle a little bit that he had with marketing in a way that was true to his voice.

His primary strengths are in speaking and writing and teaching, but he will say here, “I hate to market” and he came to recognize that actually, that speaking, that teaching, that writing was marketing. I think if Gary would have put these words to it, what he hates is the selling. He hates the closing part of the deal. When somebody has shown interest taking it to the point that they actually sign on as a client. Again, some of our listeners probably are going to resonate with that. They are going to identify themselves in that. It should therefore be very reassuring to hear someone of his caliber and influence, speak words that you maybe have thought in your own mind.

You’ll even hear how he very creatively has gone about navigating some of those waters including finding other people to help him do some of those things that he really does not like to do. You’re in for a treat here. We are picking this up as Gary kicks into a fairly focused time of enumerating the primary things that he did in looking at himself and this emerging field and saying, “How can I reach the people I’m trying to reach? What are the means that are going to be the most comfortable for me? How can I play to my strengths and draw upon the background that I do have and how can I avoid getting embroiled in the things that I really don’t like to do? We’re going to pick it up right there and then we’ll wrap up with some comments at the end.

GARY: Christopher is right. He and I go back a long way and we’ve had some really good interactions together, but since this is a coaching thing, of course I’ve got to start by asking questions, don’t I? Coaches, I’m going to raise three questions

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that you have all asked lots of times and you have all probably answered. I'd like to raise these questions and then make my first remarks around these. Question #1, what is your mission? We all know about that. Why has God put you on the earth at this time? By the way, I have not forgotten, our topic here, but #1, what is your mission? #2, this one will surprise you. What do you do well? What are your strengths? What are you God-given abilities? What are your spiritual gifts?

We ask these questions to people. What do you do better than other people, better than most others, maybe better than all others? That's the second common coaching question. The third one is not how are you going to get your goals, the third one is what do you hate doing? What do you not do well and what do you not want to do? Now, with this little framework, hanging my comments on these three little coat pegs or something, let me go back and tie this in specifically to our topic. I'm going to talk a little bit about my journey here because this is kind of how I've gone where I've gone.

Number 1, what is your mission? Of course missions don't come about in five minutes. My first coach, he said, "It may take you months, Gary, before you really get your mission statement right," but he said, "When you get it, you'll know you've got it." That was true. I very did. I've tweaked it. He said if it was longer than nine words, it was a bad mission statement. I don't know where he got that. I don't know how many words this is but I am all about engaging, encouraging, and equipping emerging leaders to reach their potential. Notice, I'm focusing mostly on leaders. I look at emerging leaders, but that doesn't mean somebody who is just under 20.

I've got a guy I coach right now and he is 67, but he is emerging and he is a professional coach. He is emerging to a new stage in his career and he wants somebody to help him to come up with a plan and a direction so he can finish well. This is my mission then, to engage and encourage people, emerging leaders to reach their potential. Now, I raise this because this is what excites me and this is where I should put my focus and it's where I should put my energy and what I

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think God has called me to do because it is there that I think I'll be most fulfilled and most successful and have most fun. When somebody calls me and asks me if I'll speak at a conference, say, a weekend seminar of marriage and family, I could do it but I won't because other people can do it a lot better and it's not what I feel called to do.

Second question, what do I do best? What do I do better than other people maybe? What has God equipped me to do? Well, Christopher has already mentioned this. I think I probably am pretty good as a teacher and a writer. I've got enough evidence that this is something that I do well and I engage students and that goes well. Secondly, you'll have to decide what kind of a speaker I am, but speaking and writing is something that I do well. Speaking and teaching here, I got myself ahead. Speaking and teaching I do well, writing, I do well. Engaging people informally, I do that well especially graduate students and especially international people. These are all things that helped me decide how am I going to market myself and be successful.

As Christopher mentioned, I think I'm good at synthesizing ideas. I appreciated your comment, Chris, about being a thought leader because I like to be discerning trends, I like to be creative and so how does all this fit then in being a successful coach? Well, when I know what I do best, that helps me to decide where to go. So what should I do to achieve success? I should write and Christopher may have forgotten this but he was the first person who suggested that I write a book. I thought it was a stupid idea because I've only written a couple of articles and not much about coaching, but it was Christopher's encouragement and I wrote that book.

I was with the American Association of Christian Counselors and the day I got out of that, Christopher just happened to be with me. I think, Chris, I know you were back up at the hotel room with me, packed my stuff, and drove me to the airport. It was my departure from AACC, it was a friendly departure. There was no animosity, that wasn't the factor, but when I got out, something interesting

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happened to me. I dropped out from everybody's radar screen. Up to that point, when I was AACC president, publishers wanted me to write books, and he pushed about writing books. I got all kinds of speaking engagements. All of a sudden, nobody wanted me to write books for them, nobody wanted me to speak.

Christmas came along and I used to get a lot of Christmas cards and I think I got one or two Christmas cards. I had sort of become a nonentity and I had a coach, by the way, convinced me two or three years later that that happens to a lot of people when they leave. You leave a church leadership, you leave any kind of a business, and people think you've disappeared. I thought, "Well, what's going on with me?" I thought, "I know what I'm going to do. I'm going to write a newsletter to let people know that I exist, that I'm still around, that I'm still alive." It turned into a blog and I've been writing this blog, yes, Christopher mentioned this one.

I sent out my 505th blog this morning. I write one a week, so that has been since, I think, 2001, 2002. I've been at it for 10 years every week. So I've done 505 as of today, but it's letting people know who I am and what I'm doing, and then sometimes people will come and say, "Well, you write blogs and you're creative. You synthesize ideas and you know about emerging leaders, you have international connections. Would you be interested in coaching me?" You get the picture? See where I'm kind of going with this? So I try to write things that deal with trends, write things that look ahead, write things that are creative, and that's a way that I draw on what I do best that sits in with my mission and go from there.

I was telling somebody that my blog this morning is about design. Whoever heard of coaches reading about design? But I'm arguing in this blog, 350-375 words, that it's very important if you're going to be in business of any kind that you know about design. I'll give you the address later. You can look at my newsletter today. It's about design and I get my stuff out of my reading. That's what I do. You do something else based on what you do best and I think I should

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be teaching because I teach well and I speak well. So where am I going to teach? Well, I have been a professor so I teach in academia and I do seminars for counselors because I've done that.

I've taught in theological seminary, okay, so I do some of my teaching in seminaries, teaching pastors, or teaching people there, drawing again on my mission and drawing on what I do best. Sometimes, I'll do things, I think I've taught coaching in I think about 14, 15 countries because of my international interest. So that's kind of drawing things on what I do best. That's the second question. Third question, what do I hate doing? Well, I already mentioned to some of you before the call started that I don't like marketing. I had to take a course on this and I took it. I thought, "Great idea. I know I'm not going to do this stuff." Am I critical of it? Absolutely not.

When I teach coaching, I use Christopher McCluskey as an example of a superb marketer. I don't know where he is, someplace in Missouri out on a farm, nice setting. He's not in a big metropolitan area like he used to be when he was in Tampa, but he builds a practice and he builds some really good work coming out of where he is because Christopher knows how to market. I don't like to speak or to coach outside my niche, so I'll speak to people who are emerging leaders. That's the people I coach. I coach people sometimes who are counselors, lots of times counselors who are thinking about getting into coaching. I coach international people because this is more about who I am because the other stuff, I don't like to do.

Now, I must not forget my tribe and my brand. You're familiar with the word "brand" for example. Okay, here's Gary Collins. I'm in my 70s. I've got a brand and so are you, even though you're not as old as me. Nobody is old as me, but anyhow, I am known as a writer of counseling books and I have written a lot in evangelical circles, so there is where I'm known. So that's the people, it's kind of a niche, but those are the people that I'm most likely to connect with because I don't particularly want to connect with people who are different.

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Now, I have some friends. I got three of them. Christopher may know who some of these are. One guy and he has become an expert in coaching lawyers. He was invited to speak to a group of lawyers about something, about marketing or something, and other people got excited about what he was doing and he has been coaching lawyers ever since. I have another friend who does the same thing with veterinarians, another friend who does the same thing with physicians. These are people, they don't market themselves. They are just within the group. So Christian Medical and Dental Society, let's say, everybody knows about my friend because he just kind of gotten into a broader group so he doesn't have to market himself.

Since I'm the speaker, I hone my speaking skills. I hone my writing skills. I want to be the best speaker and the best writer and the best teacher that I can be. I prepare well when I'm speaking because I know that if I speak about coaching, that contributes to my success. It's an unusual way but you go wherever you can get a speaking engagement. You're drawing on what you like to do and avoiding what you don't want to do. I just get very excited coaching people if they are part of my mission statement and part of the group that I have.

Tribe is a term used by a guy, [inaudible 16:09] his last name. He said, "We've all got people who follow us." Who are those people? Those are ways you can tap into those people. I prepare well. Another thing I do I'm learning is to say no. I took a course not long ago, by the way, of how to connect with people by social media and they had these wonderful plans for doing this. I didn't do the plan because I knew I wouldn't, even though I think social media is important and sometimes at the beginning, you have to do things you don't want to do. That's important.

I know my mission, I know my strength, I know what I do best, I know what I don't like doing and based on that then, I start thinking of creative ways to let people know about coaching, and for me, sometimes, it's not doing it. Yes I do that but it's also drawing on my gifts. I teach about it, I write about it, I blog

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about it. I tell people about it and I draw on those backgrounds so a lot of the answers are the nontraditional ways probably depends on you. One thing that I do since I don't like marketing, I found a guy who will do it for me.

He's not from some high class marketing place, the guy, he's a former student. He says, "Gary, you are not charging enough. You should be making your services available. I said, "Josh, I don't like doing it." He said, "I'll do it for you." So he does. He handles the money, handles talking to people telling them about me, and I don't even know what my fees are because he doesn't tell me because he knows I'll buck him on it and do it lower. But it has been very helpful for me. He takes 20% of what I bring in and he handles it all and he's a guy who happens to be a coach as well but a guy who is a good marketer and loves to do it, and probably, we've all got friends that could do this for us.

Christopher talks about networking and being in connection with people and this goes back to the first question about what's most lucrative. I have had some people come to me and say, "Hey Gary, will you come to our organization, teach us about leadership by how you can lead through coaching?" I signed a contract with them. I think it was \$25,000 for a year to help working on them and do some coaching stuff because I knew certain people and what they were doing. Now, not everybody should write a book, but the book has really helped people get to know who I am. I'm talking about Campus Crusade for Christ in Canada. They read the book. I said in the book that coaching is a significant way to lead so I started talking about leadership and leadership through coaching. They signed me on to do that.

Write an article and convince people about what coaching is and let them know about you. By the way, offer your services for one free shot. I think that's a helpful thing so people know what it is. See if you can make this work in a church and you teach a class there. Find some people that you can parlay with who would like your services to help you in their companies in their organizations, or in their churches or some stuff like that. A lot of this came for

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me because of the book and because of the blog. The blog, by the way, I started I think I said by just starting. I sent it out as an email newsletter to the people who are on my list and said, “If you’ve got students or anybody else who’d like to know about it, just tell them about it will you?”

I have no idea how many people got it and I don’t really care. I just send it out and one last thing, this will sound kind of crazy but who do I do the blog? I said I did the blog because it was a way to let people know a number of years ago that I was still alive. To be really honest, I do the blog for me because every week, the blog is built on from what I had reading.

So I have to read something every week, a book or an article or something that I build a blog around. It keeps me up to date and it keeps me thinking creatively and innovatively about how I can make a difference and how I can help other people to think forward. When people see that then they know about me, they know what my niche is. They know what I do best. You can turn that writing and the speaking into probably more of a practice along the way.

CHRIS: I think you’re talking about establishing credibility. A book establishes credibility. People figure, “Wow, you’re an author.” A blog establishes credibility. Being known in certain circles as a speaker establishes credibility to the degree that we can do that in ways that are our sweet spot. I think you’re really emphasizing play to your strength, get out there, and become known for those specific areas in which you’re strongest and those specific niches in which you’re most passionate, and the doors will keep opening.

GARY: And the passion is critical because you probably heard in some of these stuff, when I’m talking about some of these stuff, I get very excited about it. People pick that up and I try to do it in my writing. I found a new book yesterday. I never heard about it before. It was called *Wired for Story: The Writer’s Guide to Using Brain Science to Hook Readers on the Very First Sentence*. I downloaded the book onto my Kindle and sat for an hour last night reading it. It’s up to date.

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It's brand new. I'll have it in my newsletter probably another 2-3 weeks telling people about it because this sort of stuff keeps me going, that I'm fresh, I'm a better writer, I'm a better storyteller if I read stuff like that and then that catches people's attention and you're playing from your strengths.

Here are some things, research based. I think I've got six things here. Think about this if you're doing a workshop or a seminar some place, maybe a seminar in coaching. I do this with all my courses and whenever I teach a workshop on coaching, I was in Russia not long ago teaching three weeks on coaching. That's a whole different topic but we've got international stuff sometimes, cross culture, but the first thing I did was say, "I used terms that were fitting probably more for Russia but what would make this a topnotch experience for you? What would make this class a winner? There is research to show that if people who are involved in a learning experience, if they help plan it, that makes it better.

So I write down what my students want is dangerous because perhaps what I have prepared may not be what they want. I try to gear my presentations and whatever I do when I'm communicating so that it fits what people want because then they are more interested and they've had a sense of planning it. So it's not a top down thing. They have had a sense of planning it and what they suggest almost always is what I plan to do anyhow. You get the participants with you in planning it.

Number 2, whatever you do, you become as practical as you could be. You try to be as relevant as you can be. Write at the end, "I have them. Okay, how does this work now." I keep emphasizing, what can you do to make this apply to where you are? I've been doing this, I think, for the last half hour. Where is your strength? How can you work in that? What can you do creatively? Where can you get more information so it can be practical and relevant? Nobody wants to go to something that's not practical or relevant. If it's practical or relevant, it will stick.

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Number 3, use stories and use images. I guess the idea of bullet points is kind of getting pretty much passé except in the academic circles. I like to give a talk and use sometimes just images on the screen and not even use words because people remember images and they remember stories. You might remember at the end of this call, “I don’t remember what Gary said but I know he was in an organization one time and he got out and everybody forgot him. So he talked to a coach and then he started doing a blog.” You might remember that story, maybe not a lot of other stuff that I said. So I try to use stories and images because you’ve got to keep people’s attention. That’s why this book I mentioned is important, you’ve got to hook readers from the first sentence and hold them.

By the way, when I was with a magazine that I started, Chris McCluskey was one of our best writers because Chris knew how to write. He hadn’t been caught up in that academia where you have to write very technically and so you lose people because you’re not interested, you’re not interesting. So try to use stories and images. There are places to get free images. You put pictures on a screen, people will track with you much more than if you just use images. So try to do the best stories you can get and the best images you can get. End with a plan before people leave and right now, this very minute, is a good time because we’ve only got a few more minutes here.

I can ask you this question, when you leave this call in another 10 minutes or so, what are you going to take away? What are you going to do as a result of this little time together? If I was in a seminar, I’d give you five minutes to write it down and share it with somebody. Especially if you’re bored, this will be something to do with your mind. Write down on a piece of paper, what am I going to do? How am I going to be different at the top of the hour than I was at the top of the last hour? When you have a plan like that, it helps you to move forward. This is all based on some research that I’ve been trying to follow.

Number 5, get support from your superiors. Some of you may be pastors or you may be working on the church staff and you go back and think, “I am going to

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find some innovative ways to introduce coaching to my church.” Well, let me suggest that it’s going to be much more successful for you if the pastor is on board and the pastor is probably not going to know what coaching is, you might want to offer to coach the pastor. Some pastors are going to be too threatened by this but find somebody that you can coach.

When I did my coaching book, my Christian coaching book, the second edition, I had a really excellent editor and that person came to me and said, “We think coaching is the same as discipleship so could you please take your book on coaching, take out the word “coaching” because that’s old fashioned and just write in discipleship. Do a book on discipleship.” I bet Chris knows how I responded to that.

CHRIS: I know how. Yes, absolutely.

GARY: I’m not going to do it because coaching is not discipleship. So this editor says, “Well, just what is coaching?” I said, “Well, I can tell you. It’s how people get from where they are to where they want to do, but I’ll tell you what. Why don’t I coach you? I’ll do it for free and then you can get an idea about coaching is.” He said, “Well, that’s a great idea.” I said, “Now, I know you’re a little dissatisfied being an editor. You already told me that. So I got to tell you something. What if I coach you right out of your job?” He says, “Okay, I’ll take a risk.”

You see what I was doing? I was picking up and I was getting support from my editor. Get support from the people that you’re going to be working with, from your leaders. You go back into a company and the people who your bosses, they think, “I want to know what you did in that seminar. I want to know how to apply it. I’m going to do everything I can to make it work,” then it will work.

One quick example, I had a friend. He was with Campus Crusade for Christ. He works there on the side but he’s the president of a big company up in Quebec, in Canada. He decided to introduce coaching as the leadership style to his whole company. Well, he had a little trouble because the people who were the leaders in

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the company, they don't want to do this. Anyhow, they arranged for everybody in the company, all the leaders, all the managers, everybody, to take a one-day seminar in coaching which I led. Then they had somebody come along and work with the leaders in the company but also to work with these people and coach them after I left.

That's the last point. I said you get the participants involved in the planning. You try to be practical and relevant. You use stories and images. You end with a plan before people leave. You go back and you get support from your superiors and then you use follow up coaching.

KIM: What a great interview, Chris. I love the meat of what he shared as well as his heart and his personal experiences that he shared and how he has applied these things to his life. He suggested that we ask ourselves and he asked himself three main rather coaching type questions, right? What is your mission or why has God put you on this earth at this time? I also think sometimes in your location, with the people you know in your life. God has a purpose for everything you do and so as you go into coaching, think about that. What is the mission and the purpose? If you can't come up with it overnight, well, join the rest of us. It sometimes can take a while to get our mission clear in our minds and to get the words we want to put around it.

Secondly, ask yourself what do you do well? What are your strengths, your God-given abilities, and your spiritual gifts? In a sense maybe even what do you do better than other people. What is that unique value that you're bringing to the marketplace? Then go out and get known in those specific areas For Gary, he liked to write, speak, and teach, but for those who are listening, it may be something entirely different and that's okay. The point was to emphasize your strengths.

His third big question was what do you hate doing or not do well and not want to do? You know Chris, I had to smile when he said he didn't like marketing or

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even hated marketing. I understand exactly what he's saying because that conception of a marketer, not to be stereotypical here but some used car salesman who is twisting your arm to buy something you don't want to buy. That is a lot of people's perception of marketing and nobody likes that.

CHRIS: No, no. If that's what it was, none of us would be in this field. Yuck.

KIM: Right. It's so uncoach-like. Can you imagine anything more uncoach-like than imposing your will on someone else for your benefit? Yeah, a horrible thing and so that definition of marketing I definitely agree he doesn't like it. I think I heard his heart in that which is he doesn't really like to close the deal and sell. That's understandable and he has wisely delegated that to someone who recognizes his value and sells his value for what he's worth, and that's a terrific thing. His point in there is do what you like to do and I think that is the best way to market your coaching business is to use your strengths. It means you'll enjoy doing these things and you'll do them well, and so people will respond positively.

Those three key questions are a great place to start for anybody who is listening today as well as those beautiful six tips at the end - get buy in from people by asking what it is they want, make things practical and relevant, use stories and images, end with a plan when people leave, get support from your superiors, and of course, use follow-up coaching in everything that you do.

CHRIS: It was filled with a lot of good things and I'm really glad, Kim, that you said what you did there about really, I think the perception that Gary has had all these years of what constitutes marketing is in fact, not marketing. What he hates is that concept of something which rightly we would all just go, "Ugh, yuck." But Gary is a very effective marketer through his speaking, writing, and teaching. So just kind of to be sure we define that term the way that Kim and I, and all of us here that teach at PCCI view that, marketing is simply making sure that what you do is not a secret, that people that you're trying to reach know what you do and what the benefits of it could be for them. That's marketing. It's just getting the word

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out and I think when we put a whole lot of other things in there or perceive that it's somehow selling myself or something, then we don't like that.

Gary, utilizing the strengths that he has and the passions that he has, what you heard there was in fact he's a very effective marketer through those primary means of really two principal things – gaining visibility, making sure the people that he's in connection with and he's passionate about know what he does. They all know Gary is connected to coaching and then credibility. Visibility and credibility. When they read something that he's written, it's well written. It has been edited and it delivers nicely. He pays attention to his writing style. When he puts together a talk, he preps it out and he follows those six points that he was going through there, so they do leave with real gold in their pockets.

As you are capitalizing on whatever are your unique marketing vehicles, be sure that you are playing to your strengths, that you're targeting your areas of passion, and that you are then focusing on how do I gain visibility and establish my credibility in those audiences. He paid me very high compliment which I smiled at when he said, "Chris is a great marketer" or whatever he said there, but again I say, "No, I market differently than Gary does." I virtually never write. I have never done a blog. I probably never will. Can I write? You bet but writing for me is torture. I sit and stare at the screen for the longest time before I can come up with anything intelligent to say and then I edit that 10 times before I finally push send. Even on emails, I'm slow.

Blogging is not going to be mine. It has been huge for Gary. If you go out and visit him on the web, we'll give you his website here at the end of the broadcast, but you'll find he has close to 650 separate blog posts out there over I don't know how many years now, 13, 14 years that he has been doing that. That's not the way I market. There is marketing that Gary Collins does. He does a lot of speaking and you heard him talking about traveling throughout the world because he has a passion for internationals. He has done teaching in many different countries. I have never wanted to build my business around that. Do I speak?

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Sure, I do speak but that is not the way that I do this marketing that he's raving about that I do.

I do networking. I'm much better one on one or in small groups. I'm highly relational and more walking with people over a long period of time, not just a touch point through something they read of mine or a talk that they happen to attend five years ago. I'm very, very smaller pool but much deeper, I guess, in terms of my marketing. Kim, that's probably part of why we have the amazing team we have here on the faculty and staff at PCCI because of that. Again, it's just a different type of marketing and the key takeaway I think for everybody from what Gary has shared here is if we can unravel what he perceived to be marketing and what he hates and instead say, "Wait a minute. That's other kinds of marketing that he doesn't do well," but the kinds he does do well, he has established visibility for himself and he is highly credible in those areas.

I just gave you examples of other things that I do. They are quite different and those too are playing to my strengths, they establish visibility, and they are credibility for the things that we have to offer here. Kim, you're different yet you have other things, other ways that you principally market and I wonder if you'd just kind of piggyback on what I'm sharing here in some of the primary things that you use that are marketing different from Gary Collins, different from Chris McCluskey, playing to your strengths and avoiding the things you don't like to do.

KIM: Which are numerous as well, but that is the beauty, I think, of building your own coaching business and writing a wise marketing plan as we get to, as it were, design our own job description and work on the things that we're good at and we enjoy. I'm also very relational but I do love this virtual online world. So I get really excited about making friends on Facebook, getting to know people virtually, and spending that kind of time. I love to create content so while you don't like to blog, it's a lot of fun for me to create content to help people break complex processes down into step by step guides and either write about them,

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podcast, or speak about them, and walk people through things that they find difficult and overwhelming.

For me, it's marketing. So I get really excited when I wake up in the morning and I think, "Ooh, I'm going to make a video tutorial on how to improve the profitability of your coaching business" and someone like Gary Collins might wake up and have hives as that's what was on their calendar for today. It's a beautiful world that we get to play in when it's coaching because the field is so vast and so deep we can each bring our own unique strengths and loves to the marketing of it as well as to the practice of it, have a practice or a business of our own creation and truly, truly love, maybe not 100%. There's always going to be those tasks we have to do but love a good 80-90% of what we do.

CHRIS: Mm-hmm and boy when it results in that phone ringing, that caseload growing, those clients coming into your practice and those other doors opening for other streams of income, it is pure joy at that point. If it was a little bit of a tooth pulling to get some of the marketing cranking, once it starts to pay off, you just never look back. You think, why would I want to go back to doing some other kind of work when I get to not only market through my areas of skill and passion, but then work with private clients one on one in the areas that I'm most passionate about and drawing upon my people helping the skills. That's just, in my opinion, the best of all worlds.

KIM: Amen. I think he really nailed it with that point.

CHRIS: Yes, so many good things to glean here. So if you'd like a little bit more Gary Collins, if that wasn't quite enough of a hit for you, he does of course still have that blog going. Now, let's be very clear here. Our dear friend, you heard him refer to nobody being older than him and he was in his late 70s when he did that recording. He is 81 now. So Gary is transitioning and he doesn't do nearly as much traveling, speaking, and writing and all as he once did, but you can still find his blog out there and he does still periodically update it. It's on the web at

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GaryRCollins.com. You have to have the middle R in there. GaryCollins.com is a bass fisherman so GaryRCollins.com will take you to his website and you'll see the blog on there. You can sign up for the periodic updates. You'll see other things where he lists books that he's reading now and once that he raves about, and of course the books that he's written throughout his professional career, GaryRCollins.com.

While you're out on the web, you might want to pop over again to the professional Christian Coaching Today website. That's the podcast site here for what Kim and I are doing. On that website as you scroll down, you will see one of the many things that we offer. It's a joint venture between Kim and I, and that is our mastermind group. We facilitate an open-ended ongoing mastermind group, Kim and I together where what we focus on is exactly what we talked about today, identifying your unique ways to market and grow your coaching practice with the kind of clients you are trying to attract and making it all play to your strengths and hopefully helping you figure out how to delegate away those areas that you really don't want to do.

That mastermind, we are always accepting applications for it and so if you go again to our website at ProfessionalChristianCoachingToday.com, scroll down until you see the icon on the right hand side that says "mastermind group" – it's called the High Impact Mastermind – and click that. There's an application that you can fill out right online and send that to us, and we will follow up with you personally to see if that's a good fit for you.

KIM: We would love to have you join us and I know you would love to get to know the other coaches in the group who are actually really rocking it in terms of growing their coaching businesses. It's a fun, stimulating, intellectually challenging but very, very beneficial group to be a part of.

CHRIS: They are tearing it up too and that's just so fun. Well, until next time. You know the mantra, keep raising the standard of coaching and changing the world.

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KIM: God's richest blessings to you.