

SPECIAL REPORT: The 3 Simple Secrets to Using Career Coaching to Make
You More Money and Give You More Free Time



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By Marcia Bench, Founder/Director

Congratulations for downloading this special report from [Career Coach Institute](#). Just by the fact that you're reading this right now, I can tell that you're **heads and shoulders above** most other professionals. YOU are willing to improve yourself to make a difference in the world, so you are looking for the *real* strategies that will skyrocket your career – and that of your clients – to the next level.

This report is going to show you how to use career coaching to make YOU more money, helping others, making a difference, and having a more balanced, satisfying life while you do so.

FIRST, WHY YOU SHOULD LISTEN TO ME

Before we get started, let me tell you a little about me and where I'm coming from. I have been doing career coaching or writing about it or speaking about it around the world – or running the oldest, most established yet cutting-edge career coaching school there is – for more than 25 years!

But I didn't start out that way.

Actually, I didn't even know I wanted to be an entrepreneur until after I'd tried working for someone else – at my parents' urging – for years. I thought something was wrong with me because I didn't like the steady salary, cushy benefits, and professional respect I had as a vice president, and earlier as a lawyer. After all, my friends and classmates had jobs, and they seemed to be doing all right. Was I dysfunctional, ungrateful, or just permanently flawed?

Turns out it was none of the above...but let's continue the story.

When I graduated from law school, I got a job in law – but my creative side wasn't satisfied. It was longing to express itself...so I started teaching weekend continuing

education classes at a local college, first on law-related topics...but then on “Doing What You Love for a Living.” That was fun!! And it was more than 20 years ago now. So I started consulting and doing more speaking and writing on that topic...first in my own business, and then working for another company.

A little less than a decade ago, I was working at my very last job in San Diego, California. I had worked my way up from career consultant to Senior Vice President of Career Services for a career management firm. I was responsible not only for seeing my own load of clients – 100 executives per year – but also hiring and managing the career consulting staff. And for every client, I had to write a series of resumes and cover letters for them, sit through a one- or two-day consulting day with them (and satisfy a checklist – yuck!), and listen when they complained that the system didn’t work – when in fact it was they that weren’t working the system in many cases. And I was miserable.



So there I was, sitting at my desk, staring out the window and wishing I could “spread my wings and fly.” I loved the idea of being self-employed, but I didn’t know how to do it well enough to really have a “business” instead of an erratic string of client contracts. And I had grown weary of the daily grind in my Executive VP job – doing the same thing

for every client, with the money going in someone else's pocket. The career development industry wasn't that big, and I'd already counseled clients on life purpose and work when self-employed. Now I was helping them with the nuts and bolts of their job search.

What else was there to do?

One day, a flyer came across my desk that advertised a program at the local ASTD (training professional) chapter – and I was intrigued by the description in the bio of the program director for that chapter (yes, I was reading the fine print, looking everywhere I could for an idea! 😊). She had a background in what she called “coaching” – which until then I hadn't heard of!

I called her, we had breakfast, and she told me that she was starting a coaching class the next week and that she was really excited about it. Well, I wasn't sure what coaching was, or how it related to me – but I knew I needed to make a change, since I was beginning to hate my job.



There was just one spot left in the coaching course that my new friend was enrolled in, so I decided to see if it was right for me. There was no program in career coaching then...but this business coaching program looked interesting.

I looked at the program web site, talked to the director, caught my breath, closed my eyes, and gave them my credit card! (Well, it wasn't QUITE that bad...but it really felt like a big step!)

Have you ever done that? Jumped into something without not being totally sure what you were getting into?

(I'll bet you have.)

When I called into the first teleclass (which I'd never experienced before, by the way), I expected to be one of the "seasoned" people in the class. After all, I had 15 years of background in my industry, had taught a few classes and written a few books on career development, and had consulted with dozens of individuals on job and career issues. So I thought I knew what I was doing.

Boy, was I wrong!

I found out that coaching and consulting are two completely different things. Wow! And when I heard the director of the program (our instructor) coach one of the class, I was blown away!

How could one question make such a powerful change – in just a matter of seconds? That, I found out, is the magic of coaching.

I wasn't sure if I'd really be able to participate in the program fully, since my job required that I be out of town every other week. But with teleclasses and online learning tools, I could just call into class from my hotel room when I was out of town – and join my new coaching friends for class.

How easy is that?



So by day, I worked my J.O.B., and by night, several nights per week, I took these coaching classes. It wasn't long at all before my attention was more focused on the coaching than on my job – but it wasn't yet time to leave. We owned a home in southern California with a big mortgage, and my husband was retired, so I had to be sure that I “brought home the bacon” while I was learning my new skill!

While I was enjoying the stimulation of learning something new – as well as the “light at the end of the tunnel” that I had a way out from the job I hated – I still had no idea how easy it could be to find people that wanted career coaching.

One of the requirements of becoming a certified coach was to coach 5 practice clients for 12 sessions each. Where was I going to find these people? We hadn't lived in San Diego long, since I had relocated to take this job. So we didn't know many people.

So when a group of people came to our home for a church study group one night, I just casually mentioned that I was learning this thing called coaching and needed 5 practice clients. **Seven of the people raised their hands and said they'd like to be coached!**

Wow, I thought, this stuff is EASY to sell! They would even have paid me for my services if I wanted them to. But all I had to ask them to do is fill out a feedback form on my coaching. It was like falling off a log.

Something else happened once I began using a coaching instead of a consulting approach with my “clients.” **My job became easier.**



I felt like a giant burden had been lifted off my shoulders. *I no longer had to be the expert and tell these people what to do!* Coaching was much more about bringing the answers out from the client, rather than giving them my answer.

I felt liberated!

Fast forward to graduation. I actually earned the right to quit my job! I was thrilled...my husband and I sold our house in busy, crowded southern California and moved to a small Arizona resort town. **How many professionals could choose the place they live based on where they WANT to live, instead of where the jobs are?** But we could...because now I was a coach! I could coach by phone and live wherever I wanted!



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We built a new home, and I designed a home office in that home. I worked from that town for 5 years – and only had one client/student (out of thousands) in Arizona. The rest were in dozens of states, provinces and countries around the world...

One thing I learned in coaching school that I have continued to practice throughout the time I have served as director of Career Coach Institute, mentoring and coaching its students and graduates: **don't wait till it's perfect to launch!** Here's the contrast:

Instead of

Ready → Aim → Fire

Try this:

Ready → Fire → Aim



What? You mean you pull the virtual “trigger” BEFORE you take aim? Yes...so using this principle, I decided to use my coaching skills to also create a training program. **It was just 45 days from the day that idea dawned till the company was up and running!**

In fact, when our first person signed up, we had a very primitive web site – but no shopping cart! She had to read me her credit card information over the phone so I could process it. How far we’ve come!

But this is how you could start too. Take your idea, learn powerful coaching skills, and launch your business. Don’t wait till it’s perfect – just take action on what you know. The rest will come!

When I wrote my first training course and coaching agenda, I was only about 2 weeks ahead of the students! So if they were working on module 2, I was writing module 4. And I just kept doing that, dividing my time between writing, teaching and coaching them, for the first few months of the business.

What could you get started on now if it didn't have to be perfect??

I knew I was onto something, because the students and clients just kept coming.

And it has turned into millions of dollars over the past 7 years...

I developed the **Certified Career Coach** program to share with you – step by step – the entire process I used to earn **over a million dollars**, to **make my job easier**, and to attract **thousands of subscribers** to my newsletter list – and product pipeline.

This is also the system I have personally used to **positively impact thousands of people's lives** – through 1:1 coaching, workshops, articles, books, teleclasses and more.

You too can have a huge positive effect on many people's lives, live the life you choose, work from home, stay home with your kids if you want, and earn great money as a career coach. All you have to do is follow the FORMULA that we lay out for you in the **Career Coaching Success System** (the foundation of our Certified Career Coach training).



Today I make more many months that I made in entire years as a lawyer or as a manager! And it's all because I made that decision to learn coaching – and start doing it.

I'd like you to join me in a little exercise right now.

Please relax and take a few deep breaths.

Imagine it's a beautiful morning. You see the sun coming up, and as you open your eyes and get out of bed, you feel great. You're rested, and feel ready for the day.

After getting dressed, you stop by the kitchen for a cup of coffee or tea, and stroll to your home office. You sit down at your computer, check your schedule for today – a couple of clients, some creative writing time, and lunch with a friend. And as you glance through your emails, you are delighted to see, in your “in” box, **dozens of orders for your new product, 20 emails from prospects eager to hire you** as their coach, and wanting to get started right away. A few people have subscribed to your newsletter or joined your membership site.

Not only that, but a couple of reporters from leading trade and national publications are requesting interviews with you for an upcoming issue. And several of your satisfied clients have emailed you to say how grateful they are for the help you've given them.

So while you were sleeping, you...

- Attracted new clients, which could be worth tens of thousands of dollars (or more) to your bottom line
- Increased your professional reputation through the media
- Made thousands of dollars
- Helped people in a positive way

And you also got to spend time with your family, have some personal time, or otherwise enjoy the benefits of not being chained to a traditional 9 to 5 job – all because you have become a career coach.



It was easy and effortless!

Take one more deep breath. How did that feel?

Yes, it feels awesome. And it's not a fantasy! This can be your experience once you learn the secrets of how to do career coaching.

Are you ready?

Ok, let's get going then.

Before we get to the **“3 Simple Secrets to Using Career Coaching to Make You More Money and Give You More Free Time**, let's first make sure you truly understand HOW career coaching will benefit you in your career, whether you are transitioning to coaching or adding coaching to an existing business...

7 BENEFITS OF CAREER COACHING – AS A STAND-ALONE BUSINESS OR ADDITIONAL PROFIT CENTER

Now, there are literally dozens of reasons career coaching is a fabulous business to get into, but here are my top seven. Which one of these most appeals to YOU?

1. You can live a flexible lifestyle -- and work from home (if you choose).

No longer do you have to live anywhere you don't want to live...to relocate to “where the jobs are” – or even to “dress for success” every day! You can have a 6- or 7-figure business, helping others, doing good work in the world, and working from home (in the clothing YOU choose!) – with plenty of time for your family, your friends, and yourself...by learning a few simple models and techniques and beginning to apply them.



2. Your income is literally unlimited.

Most people spend their entire life limited by their salary – by what “they” (their employer) will pay them...and after all that struggle more than 90 percent of people get to retirement unable to support themselves financially! As a career coach, you can become part of a growing minority of “affluent infopreneurs” that have built successful home-based or office-based businesses from the ground up – and are making hundreds

of thousands – even millions of dollars – every year! There is NO LIMIT to what you can earn as a career coach...other than your own level of commitment and dedication to following some simple guidelines and building your own brand of successful business.

3. Career coaching is always in demand – so you have an unending stream of prospects and clients!

Career coaching is unique among coaching niches – and among other types of service businesses you might start. Consider these facts:

- Most people make 10 to 14 career changes in their lifetime – yet have never been trained HOW to do this well! You can help them.
- 1 out of every 4 executives changes jobs every year
- **Coaching is now a \$1.5 BILLION industry** – and it's just over 20 years old!
- 6 out of 10 of the Fortune 500 is using coaching already...and more are coming on board every day

I'll be right now you can think of at least a few people that are between jobs – or would like to be! 😊 This is just an example of how many potential clients are in the marketplace...the key will be to hone in on the segment of that market that is just right for you to serve.



4. Unlike life coaches, career coaches can switch their positioning and marketing based on economic cycle – so it’s more stable over time.

There are many different kinds of coaches and coaching specialties...and life coaching is perhaps one of the best known. But it is often perceived as a “nicety,” a “luxury,” – and when times get tight, people may stop life coaching as they look for ways to save money. **They won’t do this with career coaching.** Career coaching is the link between their layoff – or possible layoff – and job security in a new position. **It is a necessity, not a luxury!**

Not only that, but there are more people in transition during economic downturns than other times...and if it seems people don’t want to pay for career coaching personally, their company – or the outplacement company their company has retained – will! So you can market to them too. **You have a more stable economic base with career coaching than with any other specialty!**

5. You get to help people with one of the most important things they do: work

Career coaching is also especially rewarding because you get to help people do what they spend the majority of their waking hours involved in: working. People long to

express themselves and their gifts through their vocation...but they often just don't know how. **You can help them find the satisfaction AND money they want in their job.**

Whether they are seeking a career transition or just a new job within their industry, as a career coach you can provide an invaluable service that not only helps their earning power – but their personal fulfillment and health too. Up to 75 percent of doctor visits are stress related. Happiness at work reduces stress and increases health!

6. Career coaching is a great compliment to other related services (recruiting, career counseling, writing, training, consulting) - not to mention a new high-revenue profit center!

No specific background is required to be a career coach! But if you already have a business in a related field to career coaching – such as HR, career counseling, life or executive coaching, or are an author or speaker – career coaching can enhance your services and revenues!

A recent study found that when companies followed up a live training with coaching, **adding coaching to the training quadrupled the improvement in productivity!** Many of our students in the recruiting field find they are now able to reach an entirely different segment of clients – the candidates – by offering coaching (especially during economic downturns) to offset the drop in placement fees during this time.

7. You can choose your clients!

If you dislike your boss – or your customers – fire them! Seriously, as a coach, you can choose with whom you will work...both market niche and individual client. So your satisfaction improves as you choose the clients that you most enjoy...that are most engaged in the coaching process...and that are most willing to invest in themselves through coaching.

Indeed, **the highest earning career coaches are those that carefully define a narrow target market and niche** – and then market specifically to that group of people with an ongoing stream of products and services.

Okay, let's move on to **“3 Simple Secrets to Using Career Coaching to Make You More Money and Give You More Free Time.”**



THE 3 SIMPLE SECRETS TO USING CAREER COACHING TO MAKE YOU MORE MONEY AND GIVE YOU MORE TIME

SECRET #1. COACH WITHOUT TELLING THEM WHAT TO DO.

Clients will come to you thinking YOU have the answer to what THEY should do in their work. And if you were a career advisor or a career consultant, you might tell them!

But as a career coach, you won't.

Successful career coaches have to strike a delicate balance. They have to **avoid stepping over the line between advice giving – which is consulting – and asking probing questions and giving observations and feedback – which is coaching.**

Otherwise, clients become dependent on YOU, the coach, instead of learning to manage their own career!

When I was a career consultant, my clients expected me to give them answers – and I did. But I felt a lot of pressure at times that I didn't/wouldn't know the right answer!

Imagine my relief when I became a career coach...now I just show up at the session with an open mind and sincere desire to help – and my well honed coaching skills of course – and let the coaching process do the work!

And it is absolutely like magic. Often the options and answers that arise are different from what I would have advised then to do anyway.

If the client makes his/her own discoveries, and selects the action step he or she most wants to take next, there is a MUCH greater likelihood that he/she will follow through with it. Yet YOU will often get the credit for your great coaching!



SECRET #2. MAKE COACHING EASY.

I do a lot of speaking at conferences and industry events. And inevitably, someone will walk up to me and tell me how they have just invented a “new” coaching model...or a new manual to accompany their coaching process. I often just have to be gracious and congratulate them...but what I WANT to say is, “why don’t you use the models, templates and tools we have already prepared – and spent years testing – and save yourself the energy and expense of trial and error?”

To be successful as a career coach, you need a PROVEN coaching model. Our QuantumShift Coaching Model is just that – 3 steps you use in EVERY session. And an

infinite variety of refinements you can hone as you become better and better at coaching.

You also need worksheets for your clients to complete to get them involved in the process.

You will also need to have an **ongoing dialog** with your prospects and clients about what they would like NEXT – what is the next logical product for them, through an informal survey or other method. I recommend <http://www.surveymonkey.com> as a method of asking them what their most pressing question is, allowing the online system to collect the responses, and then develop your next offering from what THEY suggest...instead of guessing what they “might” want.



SECRET #3. BE YOUR CLIENTS' "SECRET WEAPON."

When I was in coaching school, one of my classmates used to tell her clients this: "I'm your secret weapon – I can keep you up to date on the latest trends and inside tips that you won't get anywhere else!"

If you can do this for YOUR clients, they will love you forever! What do they need to stay on top of that you could help them with? Is it industry trade journals and trends? Marketing tips? Lead generation for new job prospects? Changing information about how the retirement of the Baby Boom generation will affect them and their company and industry?

Be your clients' secret weapon – prepare them for the *current* market – not the market of a decade ago. You will need to know how to use new technology like LinkedIn, Facebook, youtube, blogs and more in the job search – and you won't find many books on this stuff! As one of our members and students, you will be updated AT LEAST once a month on the latest trends.

Of course, my **Career Coaching Success System** shows you how to do each of these (and much more) quickly and easily, including how to help clients negotiate up to 100% more than is offered, how to find the 80% of jobs that are never published ANYWHERE, how to market your services so you have an ongoing stream of prospects and new clients, and more.

DON'T FORGET...CAREER COACHING IS A LIFETIME PROCESS!

One of the secrets that the top career coaches have discovered is that coaching in 90-day segments – as most life coaches do – is not the best model when it comes to career coaching. After all, we're working most of our adult life, right? And our clients can benefit from career coaching not just when they want a new job or have been laid off ("made redundant") – but at *every* stage of their professional journey!

We need to encourage our clients to (1) set a goal for the NEXT position or career – and be working toward it with training and ongoing strategizing; (2) keep their skills and knowledge current (so they can transition when they WANT to – not just when they are laid off; (3) network even when they aren't in the job market (otherwise people become suspicious every time they call); and (4) set aside 2-6 months of income as a financial reserve to be used in an emergency OR to take a sabbatical, an extended trip, or have time off to care for a loved one. I refer to this as "Career Management 101" and recommend it to ANY worker in today's ever-changing marketplace.

ONE LAST NOTE, FROM MY HEART

There's one last thing that I wanted to share with you.

It doesn't have to do with **making money** from career coaching.

Well, it kind of does – but that's the end result.

You see, when I started training people in career coaching, it wasn't the money that drove me. I know some people are very driven by money. They can write a number on their wall that represents their goal, and that goal drives them every day. (And I do that with some goals!) But for me, it was different. I knew that I wanted to help people enjoy their work more – and that coaching clients one at a time was going to have a minimal impact on the world as a whole. I wasn't quite sure how training and certifying career coaches would help me accomplish this goal.

Until I started getting emails from some of our students that had had loved ones pass away suddenly...or unexpectedly got a cancer or other health diagnosis that temporarily derailed their training...and they came out on the other side ready to renew their commitment to helping others as a coach!

When I got these emails, I realized that what drives me is helping people in a positive way, particularly in their work and in achieving the lifestyle they want – balancing family and professional commitments with ease and abundance.

Career coaching is an amazing approach to helping people get what they want in work and life – but it's also a way to give while you receive back!

And the more you give, it's funny...but the more you get!

When you take on a new client, you may think the work is about their job...but in reality it may be about their healing from a bad relationship with an abusive boss, or finally giving voice to a long-held (but hidden) dream...it's what I call a "sacred trust."

YOU have this power too! To connect, reach out, and touch people – while you earn more money than ever before.



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And career coaching makes this all so easy!

Becoming a Certified Career Coach using the **Career Coaching Success System** is the way to do it...

[Watch our free webinar, “4 Keys to Getting Started and Prospering as a Career Coach – in Any Economy – Regardless of Your Prior Experience or Education” here.](#)

Questions? Contact us at info@careercoachinstitute.com or call 503-380-8179 today!

View full details of our training at <http://www.careercoachinstitute.com/training>

To your wealth and success,

Marcia Bench

Founder/Director, CCI

REAL RESULTS From People Just Like You Who Used My Career Coaching Success System



Career Coaching Opened More Doors for Me Than My Master's Degree!

"I started my career as a psychotherapist and love the work, but I wanted to stay with clients not only as they moved from dysfunctional to functional but as they moved towards determining and making their dreams happen. Career Coach Institute helped me learn valuable coaching skills. Not only that, but my coach through CCI helped me to evaluate and determine the best niche for me. When I tell people I am a graduate of CCI – as a certified career coach and a certified professional retirement coach – doors open. **I've doubled my contract work and tripled my individual client load since graduating** and I largely credit the coaching and marketing skills I learned at CCI for that." **Aricia E. LaFrance, MSE, CCC, CPRC**

Aricia LaFrance Coaching www.aricialafrance.com



Trainer/Consultant Grows Business 30% Per Year With Coaching

"Career coaching, whether for performance or professional growth—especially inside organizations—is truly the 'new training.' "Career management" is an increasingly important topic for individuals, and as workplace loyalty decreases, the need for career coaching increases. **My individual coaching work has grown by at least 30% each year** as career resilience continues to be the only "job security" in today's economy.

Creating work I love, and helping clients do the same is a remarkable way to live my purpose!" – Janine Moon, Compass Point Coaching, Columbus, OH



"You have a talent for taking the most current information related to coaching and career management, breaking it down, and creating a program that makes sense. I love being able to learn at my own pace and through a variety of methods like books, CDs, and teleclasses. As a very busy working single mother of two small children, I have been able to fit this program into my life quite easily. Becoming an internal career coach has revived my career, while at the same time provided other employees with a resource that will help them to revive their own. I highly recommend the CTS programs."

-- Amy O'Brien, Internal Coach, Boston, MA



Recent Grad Turns Coaching Into 6-Figure Business Within 12 Months

"Since training at Career Coach Institute I quickly turned my career coaching specialty into a six figure business within one year. **My coaching rates doubled instantly due to my expertise and credibility.** Clients appreciate and will pay for coaches who have a proven system that works. Career Coach Institute provides that system, a framework of resources that effectively move clients through career transition, career advancement and leadership, all while achieving work life balance and increased life satisfaction.

As a result, my business more than doubles each year, I've worked with large corporations and receive requests for paid speaking engagements, even authoring my own career book this year as well. Thank you CCI for all of the support and resources you offer, ICF certified career and executive coaching classes to how to be an expert speaker and author. Your training is the foundation of my success."

**Debora McLaughlin, *The Personal Power of Influence Coach*, www.therenegadeleader.com
Nashua, NH**



"I have been providing career coaching services to my clients for about ten years and have participated in several training programs. After recently completing your course, I can honestly say that what I learned has taken my coaching skills to a whole new level and has elevated my confidence as a coach. Thank you for your expertise and support."

-- Vivian VanLier

Advantage Resume & Career Services, Los Angeles, CA

Want more details on this exploding industry of career coaching?

[Watch our free webinar, "4 Keys to Getting Started and Prospering as a Career Coach – in Any Economy – Regardless of Your Prior Experience or Education" here.](#)



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NOW is the time to get your career coaching business (or profit center) going and launch your own career coaching enterprise. And I'm ready to show you the way, **step-by-step**.

Have questions?

Contact us today at info@careercoachinstitute.com

To your success and fulfillment,

Marcía

Marcia Bench

ABOUT MARCIA BENCH

Marcia Bench is a Certified Business Coach, author and professional speaker, and has more than 25 years' experience coaching, training, and speaking to entrepreneurs and professional groups. She is the author of 25 books including the #1 best-selling *Become an Inspirational Thought Leader* and *Career Coaching: An Insider's Guide*. Marcia has been coaching and consulting both individual and corporate clients since 1986. She is CEO of Marcia Bench Enterprises, and Career Coach Institute, the world's leading provider of career and business coach training and certification programs, as well as other coaching companies.

A former attorney, Marcia has been a featured speaker/trainer at hundreds of local, regional and national conferences, as well as on hundreds of teleclasses and guest appearances on numerous television and radio programs. Her mission is to help individuals live their highest vision through their health, work and business.

Marcia's coaching experience includes work with managers and executives from Fortune 500 firms in a variety of industries as well as dozens of business owners, professionals, and military officers entering the civilian workforce.

Prior to entering the coach training industry, Marcia was Senior Vice President in a dot-com career management firm for 4 years, and previously spent 10 years as President of New Work Directions, a business and consulting firm she founded. Ms. Bench developed her expertise in business start-up and management in part through her 4 years as a practicing attorney specializing in business and employment issues. She is a current member of Ewomennetwork and the National Association of Women Business Owners, and has been active for years throughout the entrepreneur and coaching community.

Marcia's education includes a Juris Doctorate from Northwestern School of Law of Lewis & Clark College and a Bachelor of Science in Psychology from Western Oregon University. In addition, she is a Certified Career Management Practitioner through the International Board of Career Management Certification, a Certified Business Coach, a Certified Teleleader and Master Certified Career Coach.

She lives in the Portland, Oregon area with her husband.

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