

TIPS TO DEVELOP YOUR PRACTICE AS A LIFE COACH

By Piercarla Garusi, Life Coach & NLP Practitioner, Director of PG Coaching Ltd

I am delighted to share with you some of my experiences in developing my practice as a Life Coach, in the hope that they will help you and make your process of becoming a successful coach painless and easy.

When I started my practice, I did not have a clear idea of which sort of coaching I was 'supposed' to do, whether I needed to focus on a particular niche or a particular topic; I asked many other coaches for their opinions, I tried many attempts at marketing, but somehow I was struggling. I was putting a lot of pressure on myself, as I needed to be financially independent; I was also worrying about my lack of experience in marketing and running a business and I was feeling stuck.

I was trying to find an answer from the 'outside', and it doesn't work this way.

And then one day it dawned on me: **I needed to simply connect my business with my heart.** I needed to go inside myself, and start from who I am, my values, my unique way of being and develop my way of coaching from there.

And these are my advices to you:

- **Go inside yourself, listen to the extraordinary and unique person you truly are and what you love most; in this way you will discover your unique way of coaching, your brand, what makes you different from all the other coaches out there.**
- **Then, you need to find out in which ways you want to market your unique way of coaching, whether it is public speaking, writing, seminars...you need to discover what is that you love doing most.**
- **And once you know this, you can decide to which niche you are going to market.**

So, if you are connected with who you are and your passions and do what you enjoy, everything will become very easy and effortless.

And another thing that I would advise is to **ask for help when you need it.** Some people think that because we are coaches we can first of all organize our time as if we have 55 hours in a day and then we are capable of doing everything; well, my advice would be to ask for help on things you do not know about e.g. the internet, or marketing, or accountancy; just ask for help: you will make your life much easier, and give yourself the time to focus on what you love most. And you deserve this.

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Written by Piercarla Garusi. Piercarla Garusi is a Life Coach & NLP Practitioner, and Director of PG Coaching Ltd. She helps professionals, expatriates and charities to improve dramatically the quality of their lives and create extraordinary lives. She is also running a coaching programme to help people overcome their social anxiety. For free coaching mini-courses- Unleash Your Potential: Become Who You Really Are! and Be Your Own Life Coach!, as well as free newsletters, please visit: www.pgcoaching.co.uk. Contacts: +44 020 8995 0264, info@pgcoaching.co.uk.

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Our mission is to help each person discover and be the extraordinary person they are, empower them to be free from anything that is preventing them from being the best they can be, achieve an outstanding quality of life and wellbeing, create the extraordinary life they want and live everyday with passion.

Create an Extraordinary Life!