

# Benefits of Being a Professional Coach

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The professional coach benefits in six special ways, given the level of commitment it takes to become one. This article describes these benefits unique to our profession.

## Benefit #1: You double your rate of personal development.

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One of the fastest ways for a person to grow is to coach others. When you are accountable for results, share distinctions, and give advice, you learn, learn, and learn. In fact, you'll learn 80 percent of what you need to know directly from your clients. (A mentor coach or coach-training program gives you the critical 20 percent, but you should consider your clients as your real trainers. You spend a lot of time with them and learn much about yourself in the process.)

## Benefit #2: You can make an extraordinary living.

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Coaches earn between \$25,000 and \$200,000 per year. A few earn even more. Hourly fees range from \$25 to \$225. It takes a lot of training and experience to earn the higher numbers. After about five years, you can start making that kind of money if you are extraordinary, if you attract entrepreneurial or corporate clients, and if coaching is the right profession for you. If \$50,000 a year is the right income for you, that can take between one and three years to reach.

The point is that with proper training, having the gift of coaching, and being part of a strong network, coaching can be a well-paying profession.

## Benefit #3: You build close friendships and empowering relationships that will last a lifetime.

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People who coach and clients who want to be coached are special people because they understand and value the power of synergy and partnership. They are at a place in life where being a lone ranger is not effective and not fun.

There is nothing wrong or unethical with having a client be your friend, assuming both of you are up to it. Clients become your partners in life, because they are contributing to you just as you

are contributing to them. (Be careful, though; some clients need all the focus on them right now, particularly if they are going through a transition or challenging time. Be selective.) Notice that new clients usually are preoccupied with themselves and their issues. If a friendship occurs, it will develop over time.

## Benefit #4: You become a master of life.

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A full-time coach is on a path of development that leads to mastery. If you've learned the distinctions of coaching, managed a full practice for several years, and taken care of your own life accordingly, chances are you'll be extraordinary. (Having clients and keeping them straight and in integrity will send you to the funny farm if you don't honor yourself and your life accordingly.)

## Benefit #5: You are well positioned for the next opportunity.

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Some coaches are built to coach for a lifetime. Others love the profession but will move on after four or five years. The profession is full of opportunities—many of which are not yet revealed.

The skills you learn, the growth you experience, and the great group of people you meet (colleagues, clients, and friends) set you up to notice, participate in, and benefit from opportunities such as:

- Pursuing new business opportunities
- Getting involved in national issues
- Writing, speaking, and more

## Benefit #6: You get to give your gift.

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We all have a special gift—a set of skills, a unique ability, a natural passion. Most coaches have a strong desire to empower others and contribute to them. Being a professional coach gives you license to do just that, full-time; what could be better? And you learn how to share your gift without hurting, depleting, or costing you—while you make a living.

## Benefit #7: You will be appreciated.

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Coaching another person is a contribution—and many clients will love you for it. Coaches shouldn't coach to get love, but you will get it. So enjoy!