

Raving Fans of Become a Coach

“This book gives a clear track to run on in becoming an excellent coach and advisor to others.”

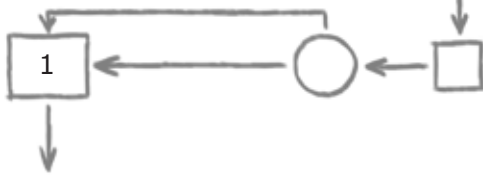
- **Brian Tracy, Author, *The Psychology of the Sale***

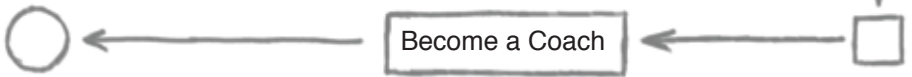
“Justin Lukasawige is a master! I’ve closely watched him grow his business over the years from nothing into an organization that’s hitting on all cylinders. The time’s long overdue for him to show YOU how to succeed and be profitable as a coach.”

- **Chuck Bowen, President of Chuck Bowen Coaching and host of “The Chuck Bowen Show” in San Antonio, TX**

“In a day and age when it seems everyone wants to be a coach, Justin Lukasawige breaks down the formula necessary to turn your passion of helping others into serious profits. With “Become a Coach”, Justin hits a home run. This should be required reading for anyone thinking about entering the coaching field.”

- **Jay Peroni, CFP, President & CEO of Values First Advisors, founder of faithbasedinvestor.com, and author of *The Faith-Based Millionaire* and *The Faith-Based Investor*.**





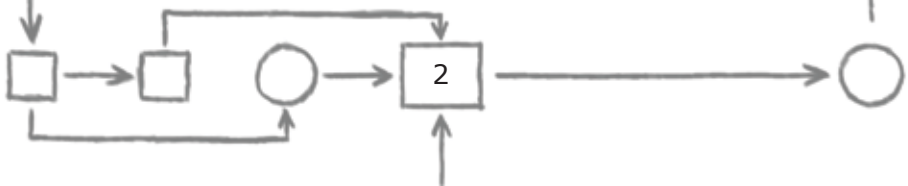
And from People Just Like You

“It’s about time this book was written. It’s a long overdue insiders guide to what it takes to succeed as a coach. If you want to live your dream of becoming a coach read this book before making the same mistakes that routinely force other coaches out of the marketplace.”

- **Rick Caron, Business Relationship Coach, thechiefconnector.com**

“Become a Coach is a necessity for anyone wanting to use their gifts to help others. Don’t make the mistake of thinking you’ll be a great coach from the very beginning without first studying the industry and learning firsthand what it takes from one of America’s foremost experts.”

- **Kent Julian, president of Live It Forward LLC (liveitforward.com) and founder of speakitforward.com. America’s most sought after experts on intentional living, leadership, and REAL™ Success**



Discover what it Takes to Turn Your Passions into Profits

“Your instruction manual on how to be successful, profitable and most importantly, a servant to others in a world where most people are takers.”

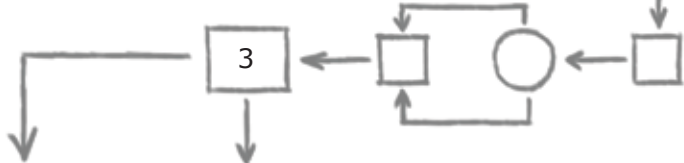
- **Pierce Marrs, Sales Coach and President of Marrs Coaching, marrscoaching.com**

“If you are considering becoming a personal coach, Become a Coach is a must read. Clear, fast paced and practical, Justin answers the pertinent questions with insight and generously shares resources to help you create a sound start.”

- **Debbie Wilson, Lighthouse Ministries, Cary, NC, lighthouseministriesnc.org**

“If you have made the decision to become a coach, or are just looking at possibilities, the next step is to get your hands on this book. “Become a Coach”, is an easy read, concise and inspirational.”

- **Joel Boggess, founder of 4pointscoaching.com, is committed to helping people find purpose and calling in the workplace**



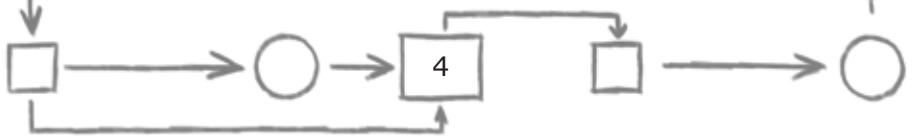


“Justin spills the beans on one of the fastest growing businesses without getting caught up in the hype of unrealistic expectations. This book is required reading before you become a coach.”

- **Jay Carter, Professional ADHD and Personal Productivity Coach, hyperfocusedcoaching.com**

“Justin is the real deal. If you’re considering a career in coaching this book is a must read.”

- **Jon Dale, Marketing Strategist, jondale.com**



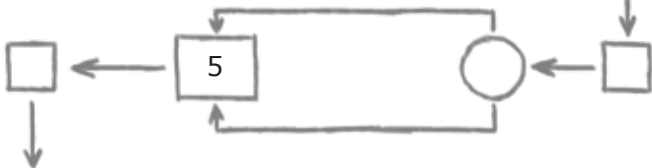
Discover what it Takes to Turn Your Passions into Profits

Become a Coach

Discover What it Takes to Turn Your Passions into Profits

Justin Lukasavige

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Become a Coach

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Past Due: Press
527 Keisler Drive, Suite 204,
Cary, NC 27518
PastDuePress.com

To purchase more copies or to enquire about Justin visit www.lukascoaching.com.

ISBN: 978-0-9825465-0-5

Cover design and illustration by Nathan Fisher,
ideasablaze.com

Editorial assistance provide by Alane Pearce, alanepearcepws.com

Become a Coach: Discover what it Takes to Turn Your Passions into Profits / Justin Lukasavige

ISBN: 978-0-9825465-0-5

1. Business 2. Education

Printed in the United States of America by PastDuePress.com



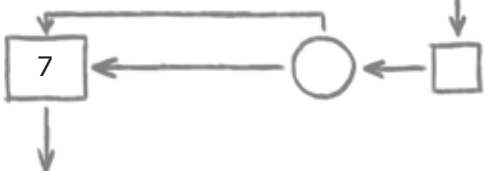
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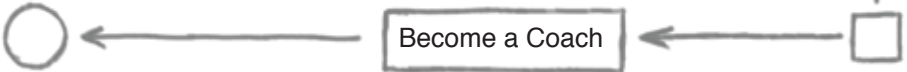


Discover what it Takes to Turn Your Passions into Profits

To all those who have coached me over the years and helped make Lukas Coaching a success. Many have come along side me as coaches, mentors, consultants, pastors and friends. We've brainstormed well into the night to improve each other and our businesses. I, along with those I have coached, thank you.

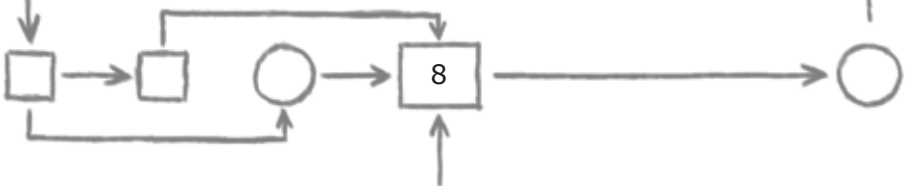
Also, to my wife, Christine, who has been my biggest cheerleader through it all. There is no way I'd be living my calling right now if it weren't for you.





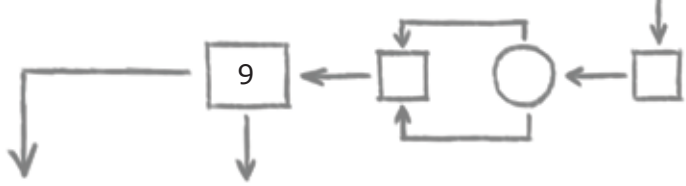
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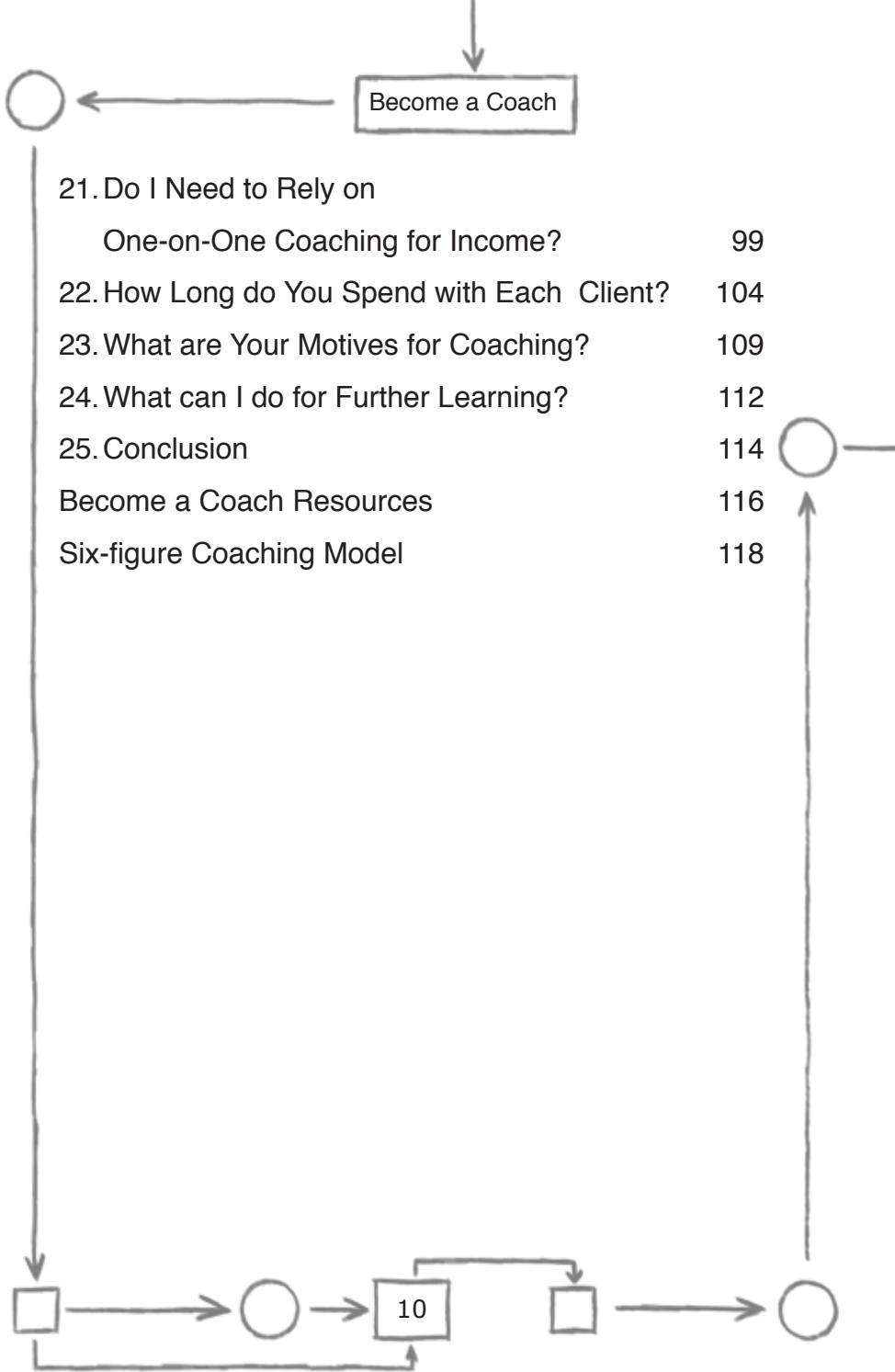
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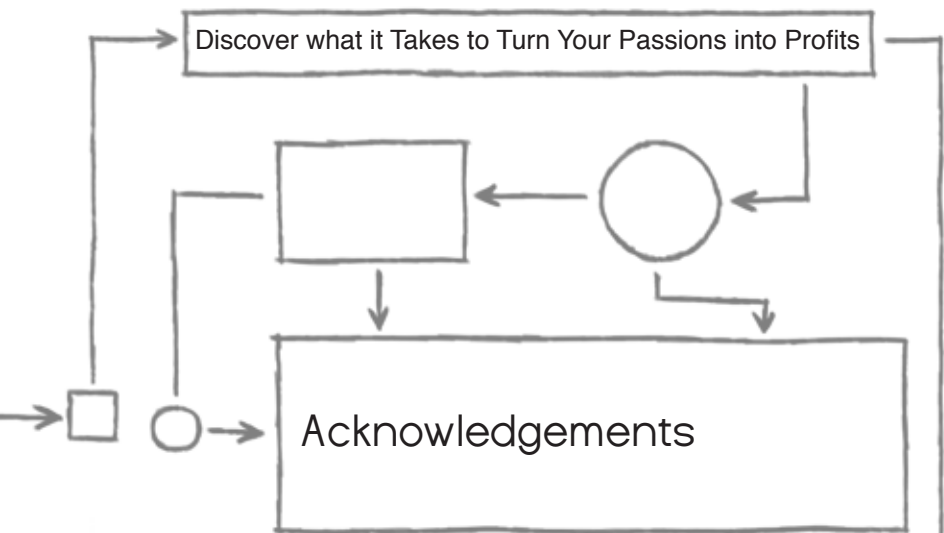


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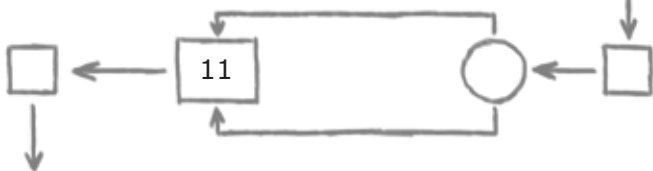






A heartfelt thank you to my wife Christine for understanding that together we could provide a better life for our family. You have put up with me working into the night on many occasions. You understood when I worked two jobs simultaneously for nearly two years. You sacrificed at home with newborn children all while putting up with me building a business. Your will to maintain our lives through this transition has been a huge motivation to me.

To our children Ava, Amanda and Brie; many times I wanted to give in and work a little less. You remind me why I do what I do and you have a way of keeping me from





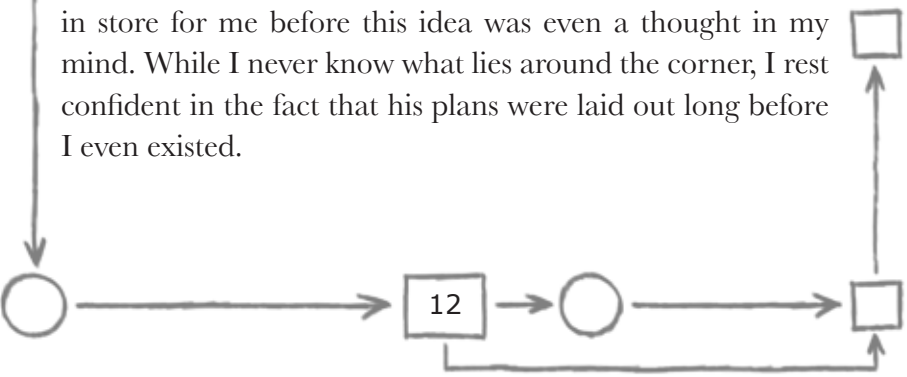
becoming too serious at times. I made the transition from a job where I traveled the majority of the time (which I did not enjoy) to a vocation in which I am blessed to live my passion every day. You three are the reason.

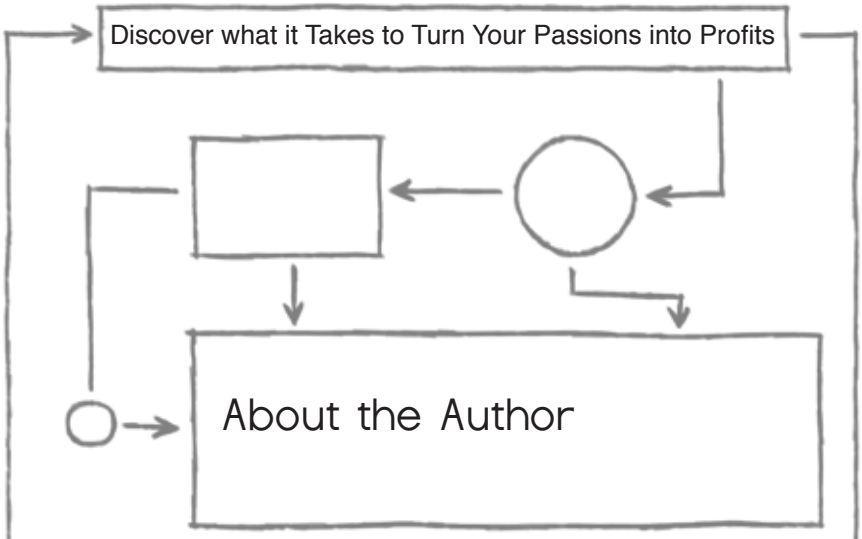
My sister, Rachel Lukasavige, provided many valuable insights for this book and helps me understand that focusing on my clients is the number one priority of my business. Without your valuable editing skills, I fear our readers would be forever lost.

Author and Coach, Dan Miller, and his wife, Joanne, have been a great friends and mentors in many areas of over the past few years. I owe the success of my marriage to both of you and you continue to set the bar high. Christine and I humbly follow in your footsteps

I owe Dave Ramsey a large thank you for allowing my team and me to mirror the success of our business after yours. You showed me the ropes very early on in the radio studio and I'm forever grateful.

God is the ultimate architect. He knew what was in store for me before this idea was even a thought in my mind. While I never know what lies around the corner, I rest confident in the fact that his plans were laid out long before I even existed.

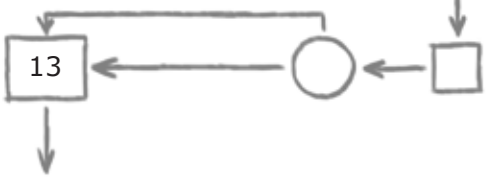


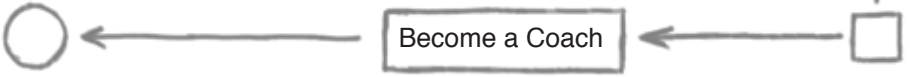


Justin Lukasavage is an author, speaker, coach, radio talk show host¹ and owner of Lukas Coaching, L.L.C. For more than 5 years Justin and his team have empowered people from all backgrounds to become debt-free, find or create work they love and work with *passion!* He's been called *America's Favorite Business and Success Expert* and truly has a passion for his work.

Justin created the Coach Training Program² because he felt a need to pass along to others what was given to him. His

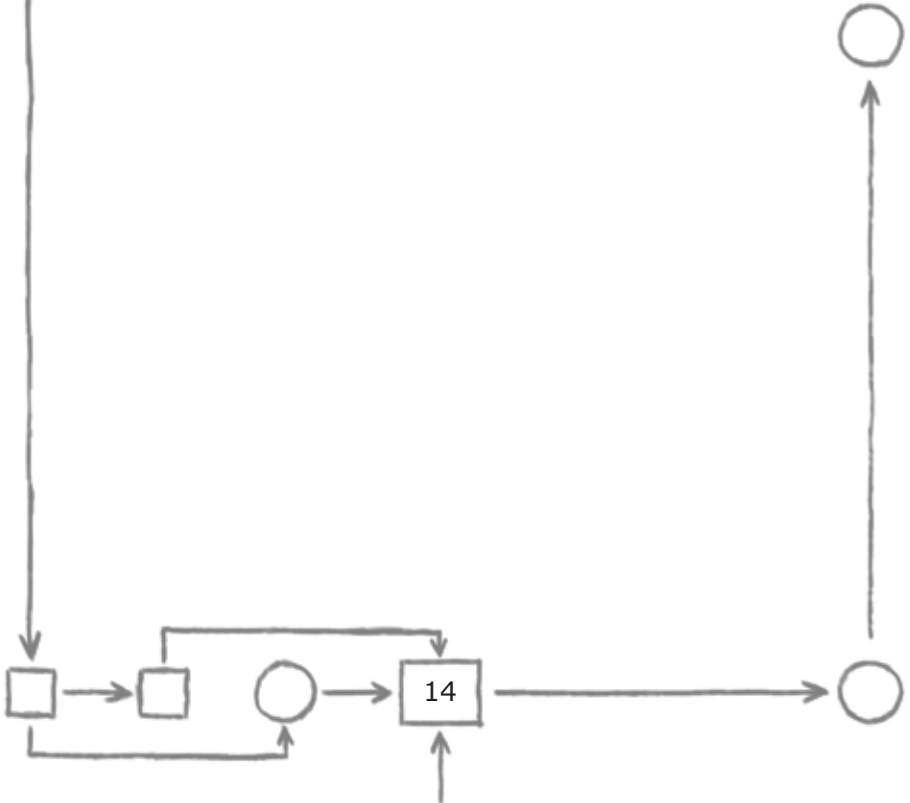
1 www.pastdueradio.com
 2 www.lukascoaching.com/coach_training.htm

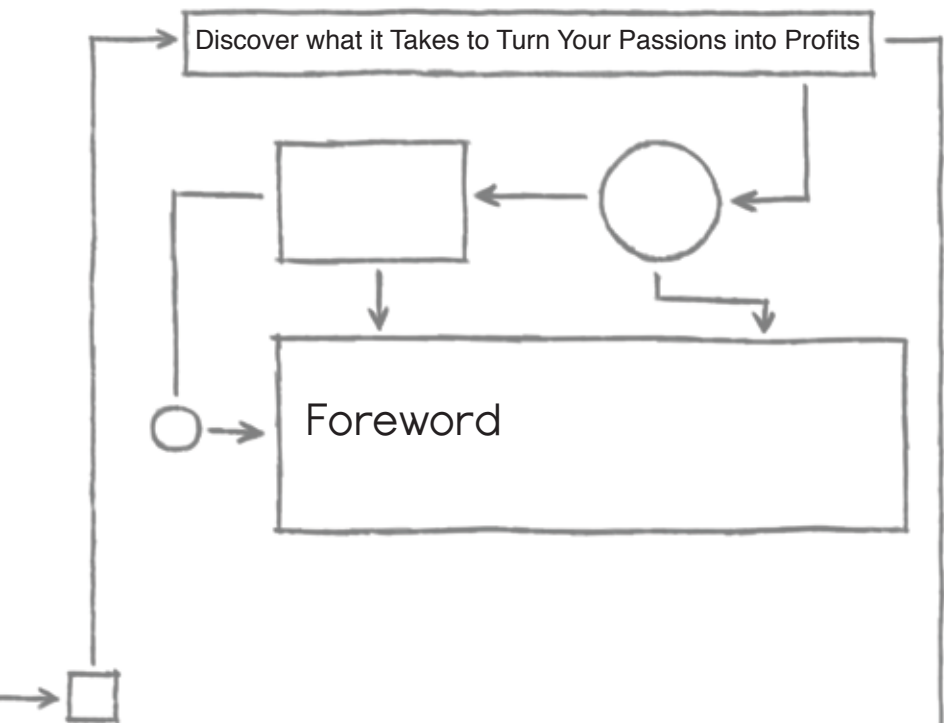




passion of helping others improve their lives and businesses goes beyond his clients; he truly loves pouring his knowledge of business into other coaches so they can also grow their businesses. When coaching businesses are growing, people are being helped and their lives improved.

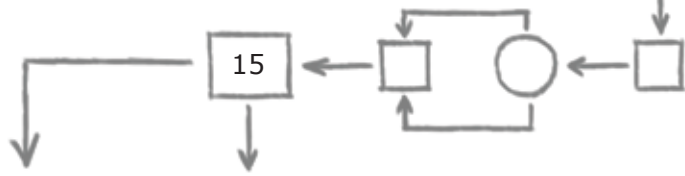
If you'd like a complimentary 30-minute coaching session with Justin to take your business to the next level you can make a request at LukasCoaching.com, or call (919) 342-0801.






The explosion of coaching has been fueled by the continued workplace volatility, the downturn of traditional financial markets, the relentless stresses on relationships and the challenges of finding our purpose and calling. But can anyone be a “coach?” Justin Lukasavage confronts this hot topic at a time when it seems that thousands of people are simply presenting themselves as coaches.

In *Become a Coach*, Justin addresses the multiple aspects of successful coaching from both the coach and the client perspective. He draws on his own unique background and how that positioned him to begin the process of becoming a very



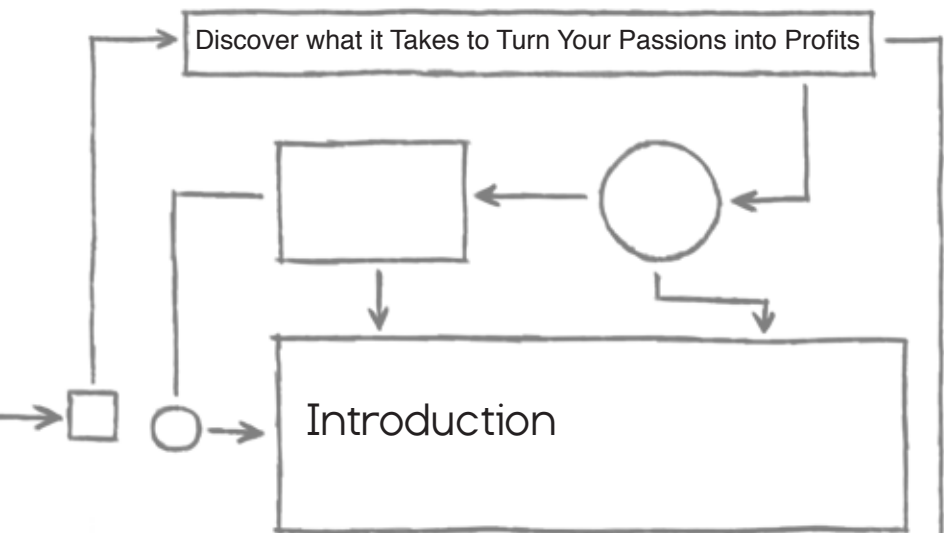


Become a Coach

successful coach. He covers the psychological components of coaching, the obvious need in the marketplace for coaching, and most importantly, the business side of coaching. Too many people have jumped into coaching having perhaps the personal attributes to coach, but lacking the business acumen to survive financially over the long haul. Having a coaching business requires more than empathy, compassion and understanding. It requires leveraging one's intellectual expertise and creating multiple streams of revenue that complement the one-on-one coaching process.

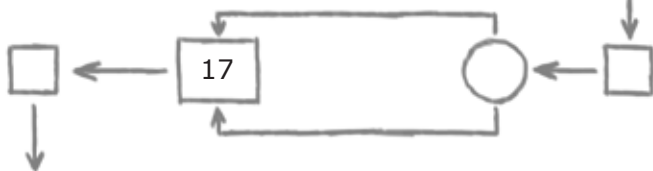
Become a Coach will help you set a solid foundation for bringing hope and encouragement to a waiting world. It will also help you thrive financially and to quickly rise to the top of this exciting new profession.

Dan Miller
Author and Life Coach



Welcome to the exciting world of coaching! Coaching is a process whereby you have the opportunity to use your wisdom and life experiences to help others improve their lives. As a professional coach, I have helped hundreds of families improve their finances, their standard of living and ultimately their lives. I have helped start businesses, improved existing businesses and moved people into living a life they were truly meant to live, all the while working with *passion!*

My passion is to help the people I interact with discover their unique gifts and abilities and then to help them develop an economic model which provides income for their families.



Unfortunately, I can only reach a limited number of people by working with them one-on-one.

I have discovered that by hosting a weekly radio show I can help many more people than I could ever hope to reach in my office. By simply tuning in, people can glean information from me without even having to leave their homes. You too can listen each week on AM 1030 in Raleigh-Durham, NC. You can also download the podcast and watch live streaming video of the show each week at PastDueRadio.com.

To spread my gifts even further I find a tremendous amount of joy in helping others become coaches and in turn pouring themselves into the lives of their clients. I live by Zig Ziglar's motto which is, *"You can have anything in life you want, if you just help enough other people get what they want."*

This motto has been a backbone of Lukas Coaching from the very beginning and I stand behind it today. My passion is to help others and I've found that as long as I am helping people improve their lives, I never have to worry about where my next check is going to come from. At Lukas Coaching we do not measure success by how much money we make, but rather how many lives we help change.

The purpose of this book is to answer some of the most common questions I receive from those interested in becoming a coach. It is not a definitive guide, but it should

Discover what it Takes to Turn Your Passions into Profits

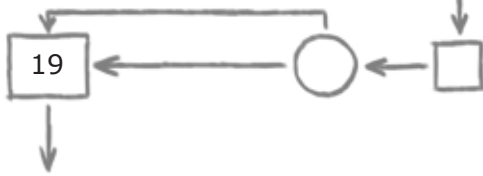
help you determine if becoming a coach is a good fit for you.

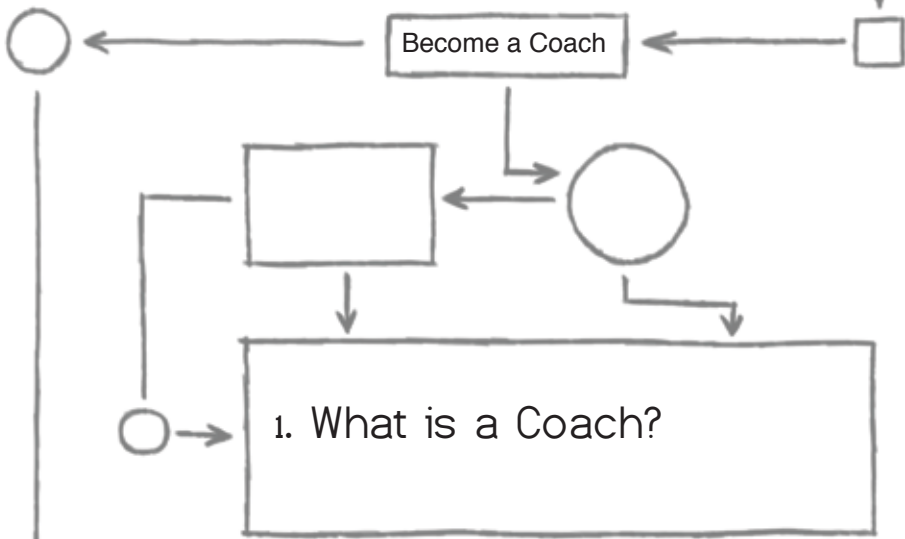
I love hearing from my readers, so if you have a question, comment or suggestion, please email me at justin@lukascoaching.com. I will do my best to help you move in the direction that combines your personality traits, skills and abilities with your values, dreams and passions.

If you'd like to read more of my story (or see the video) head over to lukascoaching.com and click on About Us.

May you always work with passion!

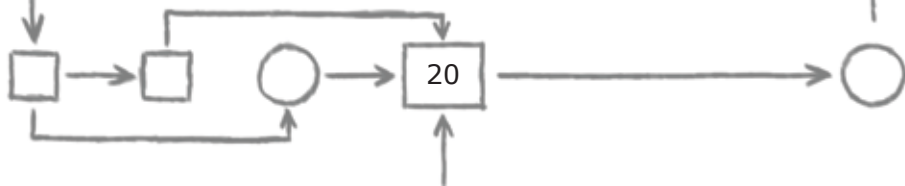
Justin Lukasavige





When I first became a coach I thought coaches, counselors, mentors, and consultants were all the same. That couldn't be further from the truth. The differences are very important to understand; it affects how you help the people who need your help the most.

A counselor can most easily be described as someone who works to overcome problems of the past. The majority of counselors are certified and have degrees. Most states require this by law if you want to call yourself a counselor. A counselor usually holds a masters or doctorate degree in a field of counseling and has a high level of patience.



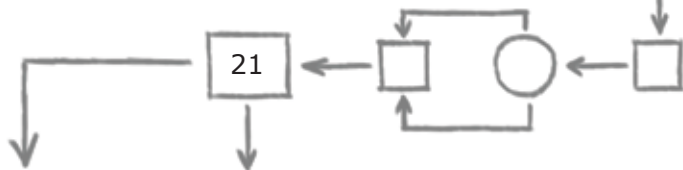
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While it's a generality, I view counseling as not being very results driven. I don't want to downplay the importance of counseling; my team has referred a number of our clients to counselors over the years. I, for one, do not have the patience to be an effective counselor. Instead, I prefer to help my clients identify where they need to be in relation to where they are now. My goal as an effective coach is to do whatever it takes to help them get there.

A mentor can be viewed as a trusted friend or someone you look up to. I have many mentors in business *and* in my personal life. I'm very close to some but others don't even know I exist. In this case we look up to people from afar and model our actions after theirs. A two-way mentoring relationship is a great way for two or more people to spur each other toward greater levels of success.

A mentor can be your best friend and is probably the first person you call when you meet with victories or struggles, but a mentor does not usually work closely with you to help you define and reach your goals.

A consultant is the term that perhaps mostly resembles coaching. The word consultant comes from the Latin word *consultare* which means to discuss. Ironically, that's where we also get our word counsel.





Become a Coach

It's been said that a consultant spends his time annoying workers while tirelessly striving to extend his contract. It's a hilarious definition but many people don't have a favorable view of consultants. In the loosest sense of the word, a consultant identifies problems, issues, or opportunities and usually ends there rather than helping a company or individual fix them.

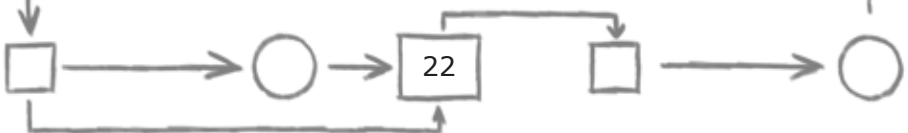
Wikipedia (the ultimate source of knowledge) defines a coach³ as someone who can direct, instruct and train a person or group of people, with the aim to achieve some goal or develop specific skills.

Essentially, a coach takes it to the next level and makes things happen.

Recently I met a counselor who had been working with clients for the past 20 years. She quickly voiced her frustration of being tired of holding her clients hands and stated that she's ready to see them move towards action.

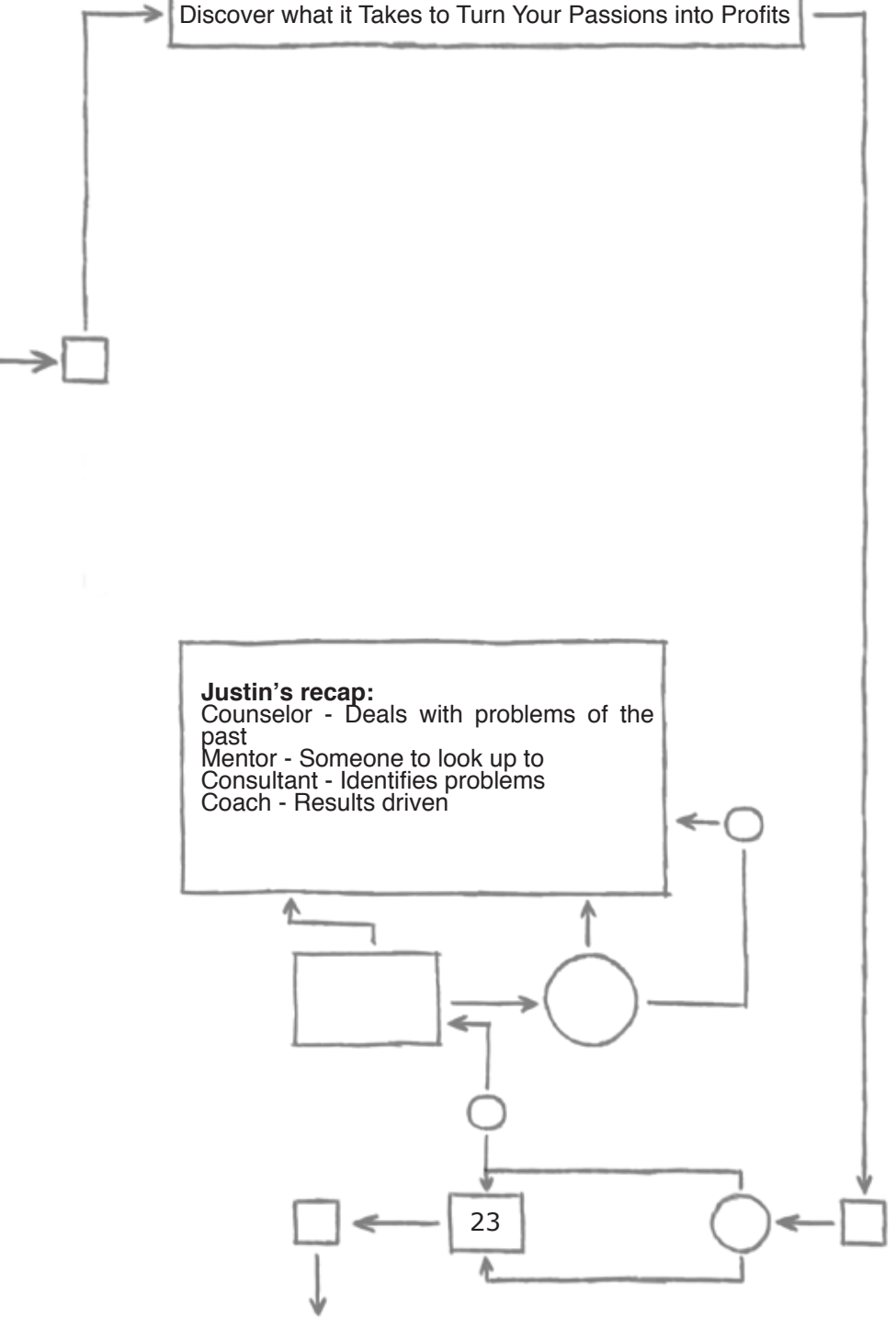
If you want to see action from your clients perhaps coaching is the best fit for you. You must decide to become someone that can encourage, motivate and move your clients to the levels of success they desire.

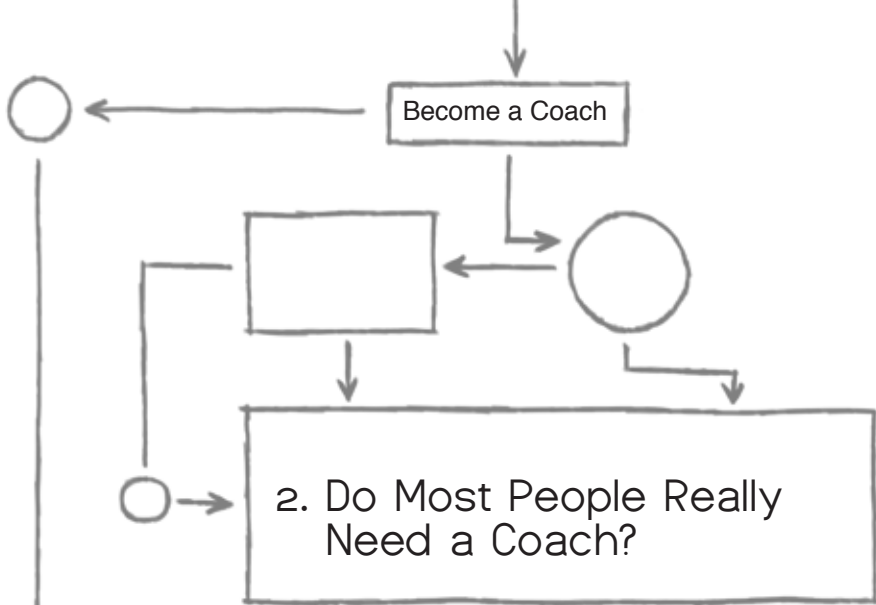
3 <http://en.wikipedia.org/wiki/Coaching>



Discover what it Takes to Turn Your Passions into Profits

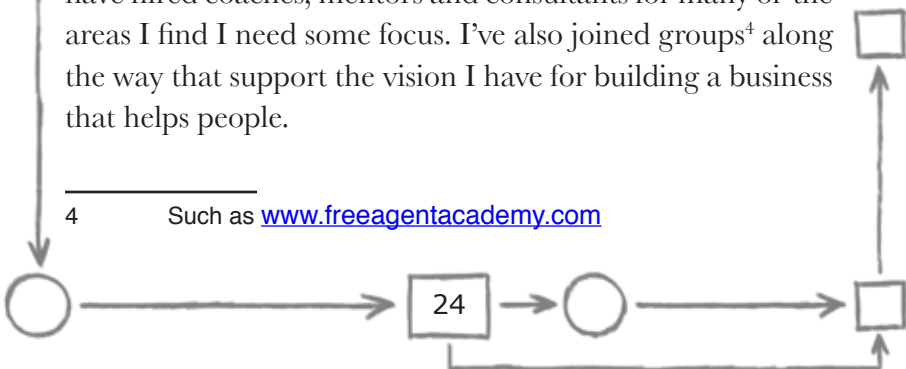
Justin's recap:
Counselor - Deals with problems of the past
Mentor - Someone to look up to
Consultant - Identifies problems
Coach - Results driven





Yes and No. Many people find themselves stuck in a rut. That rut may be related to their finances, their career or business or even their health. Whatever the rut may be, many people do not feel their life is going in the proper direction. I like the expression that a rut can be defined as a grave with the ends kicked out. To avoid getting stuck in my own rut, I have hired coaches, mentors and consultants for many of the areas I find I need some focus. I've also joined groups⁴ along the way that support the vision I have for building a business that helps people.

⁴ Such as www.freeagentacademy.com



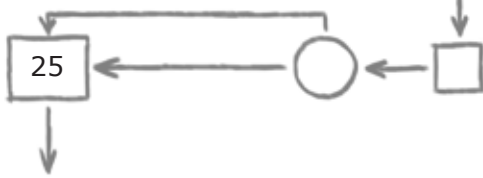
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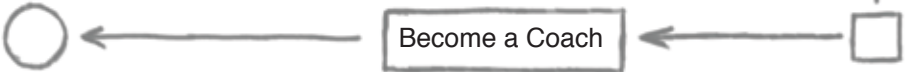
Whether a rut truly does exist or if life is great, I believe there is always room for improvement in the lives of nearly everyone. Some of the most successful people on this planet have coaches, including Tiger Woods and almost every Olympic and professional athlete. Even the President has a board of advisors that help him think through the possible scenarios and develop the best possible solutions. Come to think of it, even Jesus surrounded himself with twelve disciples.

With that being said, I do *not* think having a coach is a good fit for everyone. I *do* think that everyone could use a coach, but a person's current mindset really determines if they will take the steps necessary to make a positive change in their own lives.

I meet with many people who are interested in having a coach, but sometimes it seems they only want a quick fix to their problems. If you remember the story of "*The Tortoise and the Hare*" from when you were a child you know that being slow and persistent over time is what really pays off in the long run.

As I mentioned earlier, my passion is helping others, but if I determine a prospect is not ready to take the steps needed to reach their goal, I will inform them that coaching is not going to be a good fit for them. It is really draining for me to pour myself into the lives of others only to have them

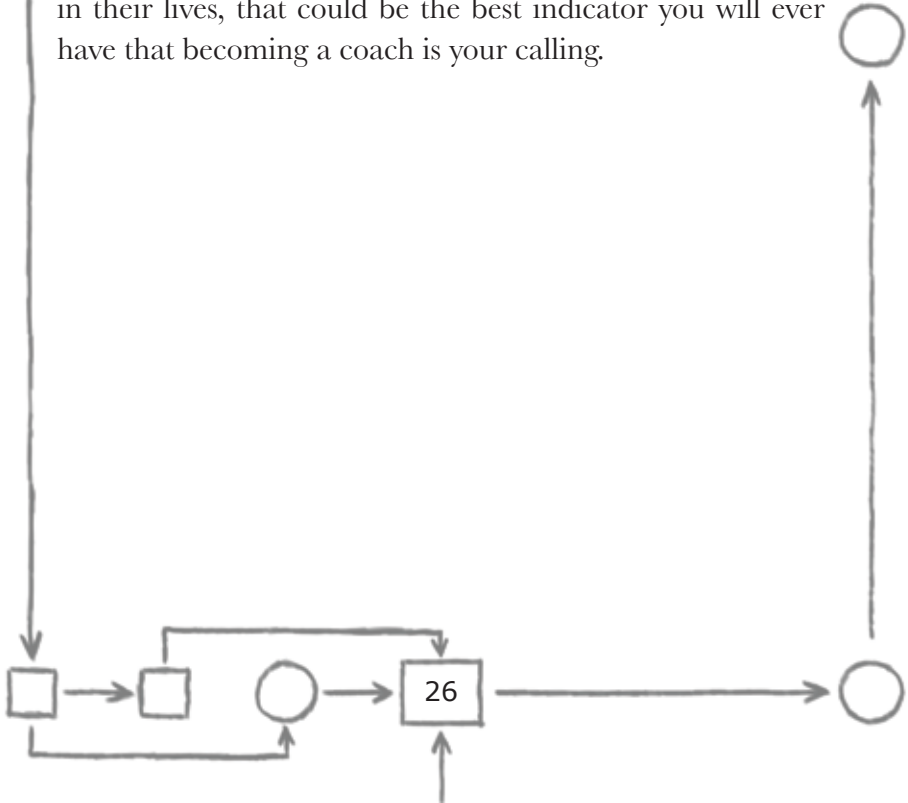




not act and remain stuck in their current position.

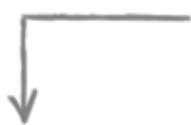
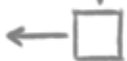
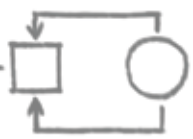
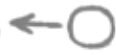
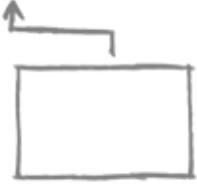
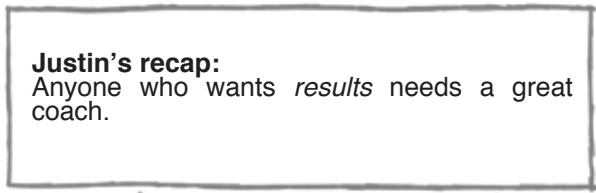
Bad reviews of the service you offer always travel much faster and farther than good reviews. If a client chooses not to apply the information to his life, they may see your service as ineffective. I choose not to work with those looking for a quick fix for this very reason. I'd much rather spend my time and energy focusing on those clients willing to do whatever it takes to make change a permanent part of their lives.

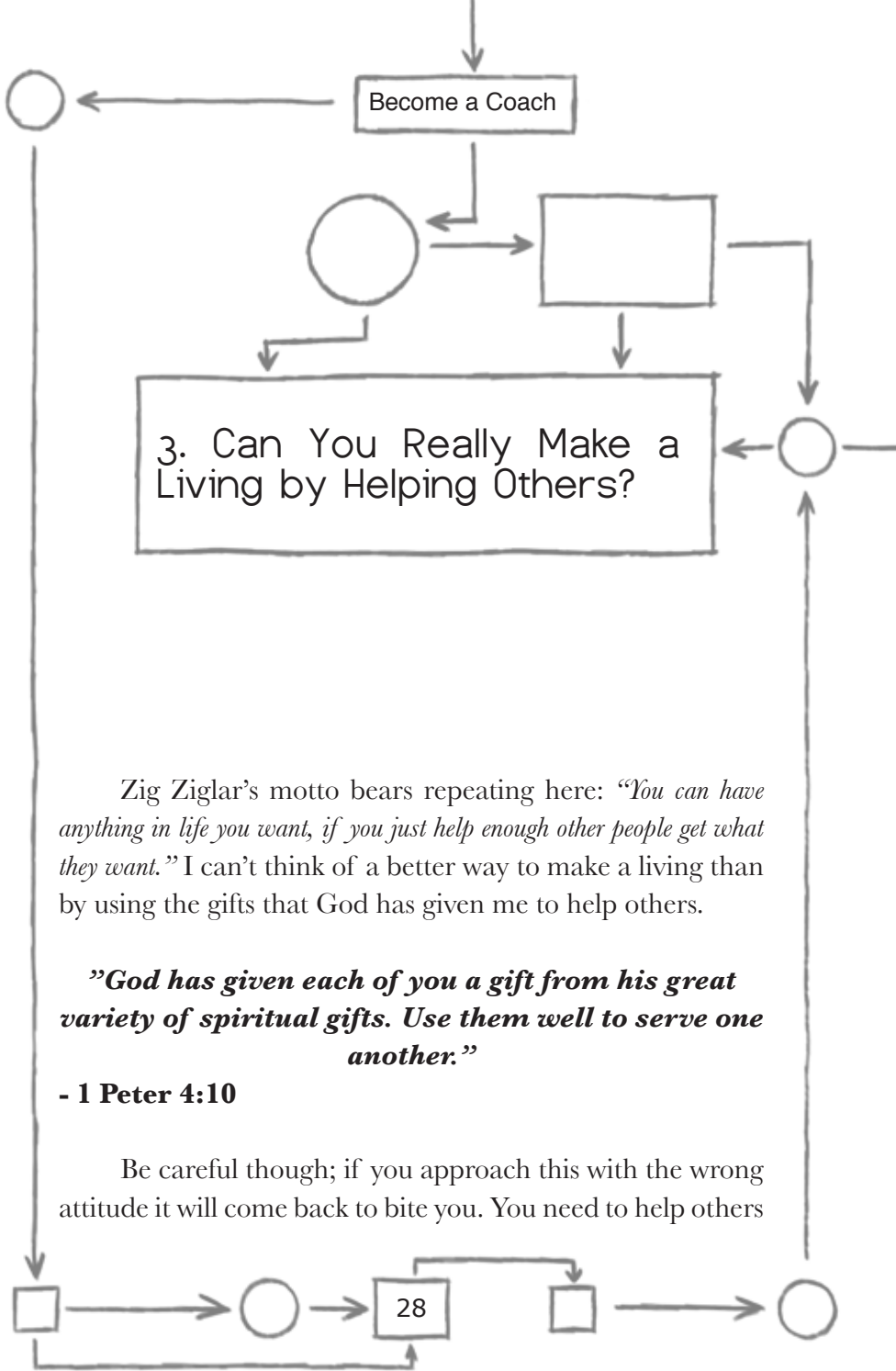
So, while most people do need a coach, I believe there are those you are meant to serve and those you are not meant to serve. If you already have people coming to you for advice in their lives, that could be the best indicator you will ever have that becoming a coach is your calling.



Discover what it Takes to Turn Your Passions into Profits

Justin's recap:
Anyone who wants *results* needs a great coach.





Become a Coach

3. Can You Really Make a Living by Helping Others?

Zig Ziglar's motto bears repeating here: *"You can have anything in life you want, if you just help enough other people get what they want."* I can't think of a better way to make a living than by using the gifts that God has given me to help others.

"God has given each of you a gift from his great variety of spiritual gifts. Use them well to serve one another."

- 1 Peter 4:10

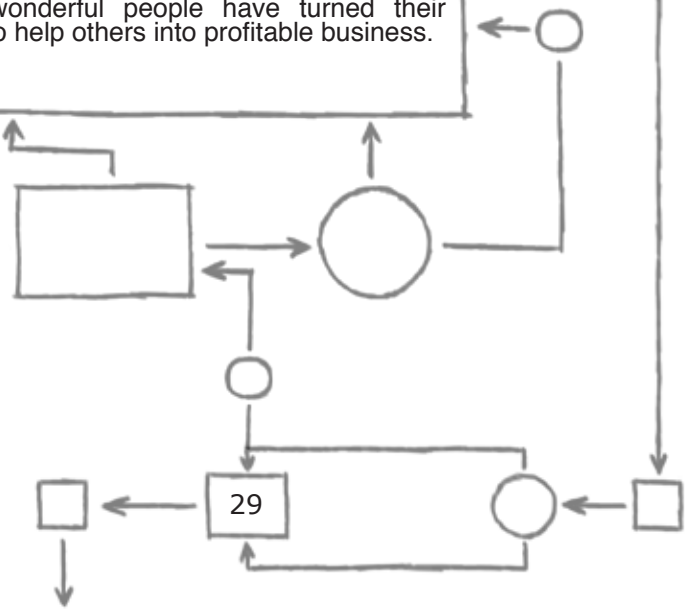
Be careful though; if you approach this with the wrong attitude it will come back to bite you. You need to help others

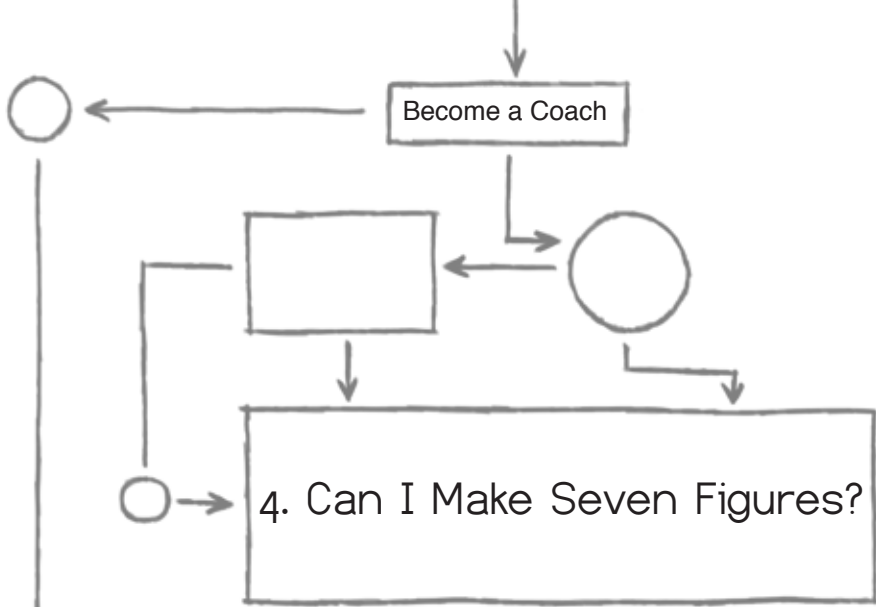
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because it is your passion and not simply a means to the pay raise you've been seeking. Helping others should be a part of who you are or you will never be a great (or even a good) coach. Jesus speaks many times to the Pharisees about this in the bible. In Luke 11:42, He rebukes them for giving out of the wrong spirit.

However, if you help as many people as you can out of the love of your heart, I guarantee your business will thrive!

Justin's recap:
Many wonderful people have turned their desire to help others into profitable business.

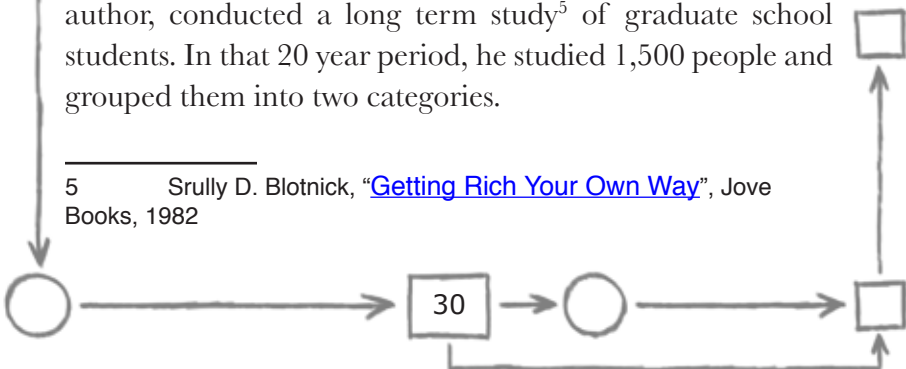




I suppose you can make seven figures as a coach and there are coaches throughout the world doing it every year. Before moving on though, I feel the need to address something that will hold you back from making seven figures in any year of your life.

Between 1960 and 1980 Srully Blotnick, an American author, conducted a long term study⁵ of graduate school students. In that 20 year period, he studied 1,500 people and grouped them into two categories.

5 Srully D. Blotnick, "[Getting Rich Your Own Way](#)", Jove Books, 1982



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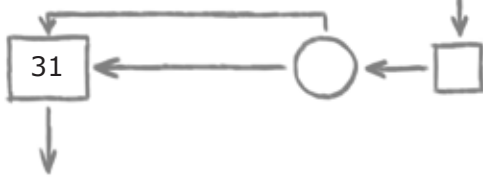
Category A people said they wanted to make money first so they could do what they really wanted to do later, after they had taken care of their financial concerns. Category B people pursued their true interests first, sure that money would eventually follow.

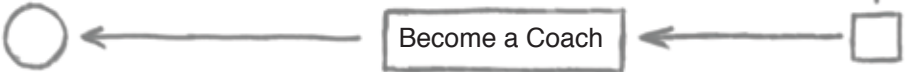
Of the 1,500 graduates in the survey, the Category A's, who wanted money now, comprised 83% or 1,245 graduates. Category B risk takers made up 17%, or 255 graduates.

After 20 years there were 101 millionaires in the group. One came from category A and 100 came from category B. I'm sure you've already heard the old adage that you must do something you truly love and the money will follow close behind. If money is the only reason you enter the field of coaching (or any profession for that matter), you're providing a big disservice to yourself and your clients.

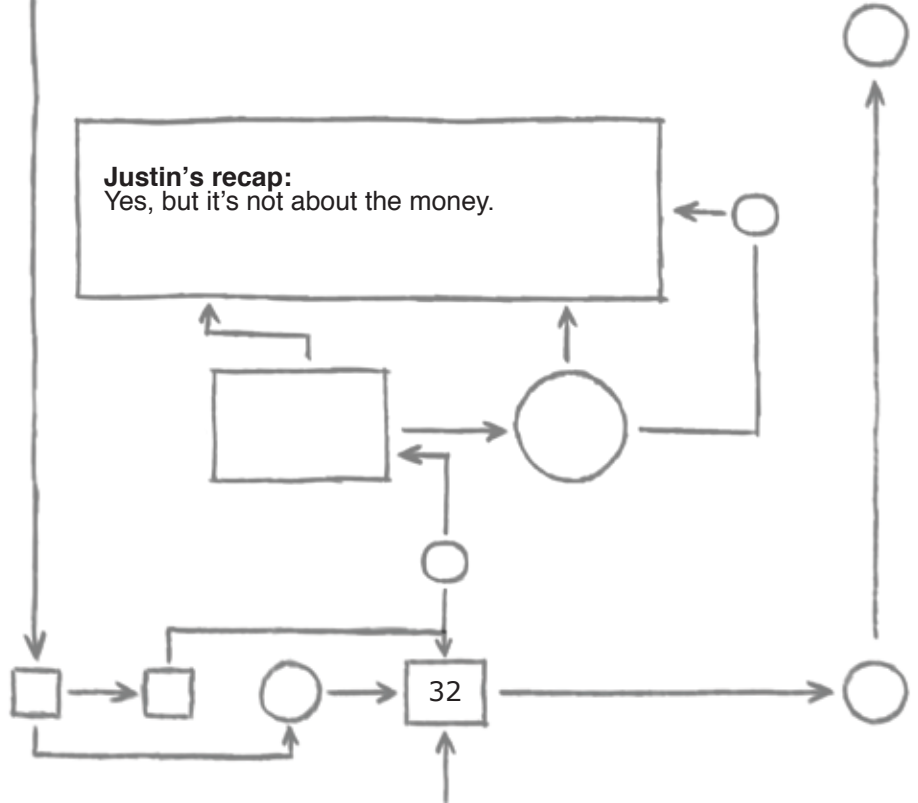
Money should never be a reason to become a coach and if it influences your decision, you won't make the riches you set out to acquire.

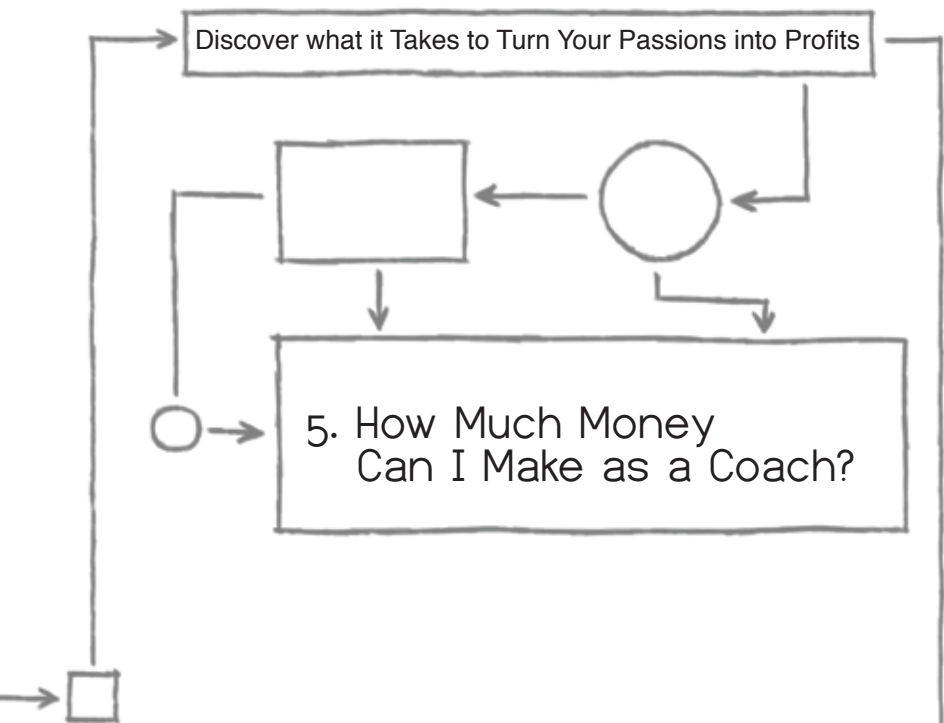
Yes, there are coaches who make upwards of seven figures yearly. They'll surely be the first to tell you it took them years of hard work and perseverance to get to a level of greatness and profitability.





So while you can make six or even seven figures as a coach, don't allow that to be the reason you become one.

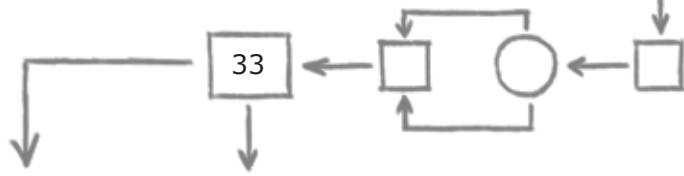




This figure depends not on how much love you have for helping others, but on your ability to market your business and yourself. A recent survey of over 3,000⁶ coaches revealed some very interesting perspectives on the field of coaching.

Of the 3,000 coaches who took part in the survey, 32% had been coaching less than 1 year. Another 34% had been coaching between 1 and 3 years. Only 12% had been coaching longer than 6 years.

6 Download a copy of the survey at www.lukascoaching.com/sixfigurecoach.html



Become a Coach

The respondents were asked how much money they earn annually. *A staggering 51% made less than \$10,000 and another 12% made between \$10,000 and \$25,000!* Only 5% of respondents made more than \$100,000 yearly in their coaching business.

This number amazes me. There are many people out there who need your help. If you're making \$10,000 in your business it's awfully tough to provide help to those who need it. You're likely working another job to pay the bills when others need you most.

Please don't let these answers deter you from entering the field of coaching. If your passion is helping others and you have a gift for bringing out the best in your clients, then the sky truly is the limit in how much you can earn.

Let's take a closer look at these numbers. Sixty-six percent of those who responded for this survey have been coaching three years or less. In *"The e-Myth Revisited"*, author Michael Gerber points out that the majority of new businesses fail. As I look back on my business successes and failures, one thing that jumps out and even still glares at me was that early on in my business I didn't seek coaching from someone who had already been in my shoes.

I didn't seek expert guidance from professional coaches to help me grow my business until after my first year. I

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justified not hiring anyone because I was growing, albeit very slowly. *Boy was I missing out!*

When it finally seemed like I plateaued and had very little growth month-to-month, I hired my first coach. I spent an entire month's profit and traveled half way across the country to meet with that coach. Together we spent the next few days working with each other to take my coaching business to the next level.

It didn't take long for me to recoup my investment in the training and coaches that I hired. In fact, as a coach, if your personal clients put your suggestions in practice in their own lives, they should also recoup their investment with you in a short amount of time. That return on my investment was a very short *three months*.

As I write this, having been in business for many years, I still find myself hiring coaches. Recently I hired a sales coach to work with myself and my entire team. The bottom line is that if you're not growing, you're going the wrong way.

If you are truly serious about coaching full-time, striving to be in the top 10% of income earners (greater than \$75,000 salary) is not out of your reach. It will take a tremendous amount of work to get there, but you reap what you sow.

