



Podcast Episode 48 - Coaching gave me the confidence to charge

You provide us with our peer coach. And my peer coach is amazing. She is just this massive bank of knowledge. We take it in turns once a week, where she would coach me and then I will coach her. I took on through your group three pro bono clients, and I've just come out of a session today. And honestly, I can't believe that everything that I've helped this lady accomplish.

Hello and welcome to the coaching hub podcast with me. Your host, Ruth could see if you're a coach or you're coaching curious, this is the place for you. We're going to be talking all things, coaching, pastoral development and business development, and a really fun way. You're going to have live coaching sessions and you're going to come away with tools and techniques that you can practically use and take away. If you enjoy this podcast, I would love you to subscribe. And if you really enjoy it, give me a review. Welcome to the coaching hub. I am over the moon to have

Michelle Mills. Michelle is an award winning podcaster and a life and business coach for female entrepreneurs. And she is going to be talking about how the coach training has helped her to charge her worth and to get paying coaching clients. We're going to talk a little bit about the journey with her, so welcome Michelle. Great to have you here.

Thank you so much. I'm really happy to be here.

Just talking before we went on air, about how, why you were before you signed up. So I always think it's really interesting for people to hear a little bit of your backstory. So let people know what were you doing when you thought, okay, maybe I'm going to sign up to a coach training course. What was going on for you?

It's the coaching, to be honest, I stumbled into coaching. So I class myself as a serial entrepreneur over the past eight years or so, I've had a few different businesses that have all been successful, but I get to a point where I miss the challenge. I miss the startup, I miss everything about it. So I decided to go into a business mentor. And so I started this network of female entrepreneurs and business owners. I have my podcasts, YouTube, et cetera. And I had seen, it was actually fruit, Lindsey, podcasting business. I had seen that

she had recommended you and Sarah Hindle as well. And I just thought, Oh, I'll see what it's about it. Thinking more that it was going to be a skill set that I could use alongside mentoring. And I am Denard. And I think I signed up like on the very last day that you could sign up because I still wasn't sure. I just, I talked too much. I had all these limiting beliefs. Like you talk too much to be a coach. You would never be able to kind of let them come to their own conclusion. And I kind of would put one of these blocks up on myself, but for let's do it. Let's at least it's something that I can down the line. And then from the very first session, I was like, well, actually this is a theme. This is, this is, I like this.

So what made you going from, okay, this is a scale fat. And having these beliefs about, I talk too much to be a coach. Should we go there fast? I talk too much to be a coach. What were you telling yourself then?

Just, I suppose the fact that you look at people like you Ruth in your very, that active listening and that space you give, I I've got a tendency to kind of jump in, um, being a business mentor, it's kind of, it's the reverse of active listening. You're kind of listening to solve their problem. And I just assumed maybe it was a fixed mindset, but I just assumed that that would always be me. I didn't assume that the training would actually teach you how to, how to learn to hold that space and how to learn to be an active listener. I assumed that they were ingrained and I just wasn't that person.

Hmm. I love that. So you're ashamed that I think we, we all know that that assumption was blown out of the water. So do you want to tell us how that assumption changed? Cause we can hear it in your voice.

It really did. So it was, it was the first session. And even, even going into the first session, I was like, why am I doing this? Because it is an investment. It's, it's a lot of money for something. If you don't know, if you want to do it for, for, in the future, you don't know that you want a return on it. So I was thinking I had done the right thing and I thought, right, okay, we'll settle down for this session. And even from that first session, I came away with so much knowledge about coaching and about how to be a good coach. And it was really in that first. I'm not sure if we went to try out in the first week, but we had some one-on-one coach.

You did? Yeah. I think it was, yeah, it was past wasn't that in the first year.

Yes. Yeah. And, uh, it was, it was because the girl that I was working with, one of her things was she had a big limiting belief that she wasn't going to be a very good coach. And I was kind of coaching her and saying to her, you know, why do you think this? And going through, going through the process and at the end, I thought it was almost like I'd self coached. It was almost like I was coaching her. I was also coaching myself. And I just thought, this is so powerful to be able to take someone from. And I think we only have

like 15 minutes, but to take someone from thinking that they, they were thinking the same as me, that they weren't going to be a very good coach to actually, yeah, this is, I could actually do this. It was so powerful. And I've just, I can't consume enough coaching at the moment.

I love it. And I love the fact that you were coaching someone there's this, there's this saying, isn't there that like, when you're ready, the teacher, the teacher repairs, it's like you were coaching someone on what you needed to be coached or something happens quite a lot. Doesn't it?

And I, I didn't even realize it. I don't think until the end. And it was part of it was that she didn't want to speak in front of the group because she felt that everyone else had more experience. And I had kind of put my hand up. And when you asked if anyone had a shiny moment, I put my hand up and said, Oh, it was great to see. And you actually had asked her a question and she replied and I mean, she just looked frozen, had scared. And I messaged her like, I'm so proud of you. And she was like, you've just done that. Like, you've just done that. And then it was, it was when I came away from that, I was like, yeah, yeah. Maybe, maybe I'm not going to be too bad at this.

So that was session one. You are now say you will kind of towards the end of module T so there's eight modules in the course. Where are you now?

Wow, I am. So we're in the middle. I think we've had six sessions. So yeah, I have gone from kind of not knowing how coaching is going to play a role in, uh, in my current business to actually massively pivoting. And now I'm a coach. I'm not a, a mentor. I'm not a strategy, a strategy. Put my teeth in. I'm a poet, especially the way my brain works. So yeah, I'm coach and that's how I'm marketing myself. It's what I love. You can probably hear. I'm so passionate about it. And originally it was going to be just business coaching, but I kind of saw the power of life coaching as well. Again, this was something that came out in a session with my peer coach was that work-life balance. So it's so easy to be all consumed by your business, but then you, you need that balance just to find that kind of happiness.

So I had that's my business as well, but today it has just been each week, you come away with like a fresh perspective, although we're kind of now going into depth on things that we've been over in the, in the first module, it's such a fresh perspective. And each person that I coach, I come away thinking, wow, I can't believe I've just done that. So about maybe, well, six weeks ago at the start of this, there is no way. I mean, I remember you having a session and saying, right, so this is what you should be charging as a business coach, this, or this is what a business coach charges per hour. And I thought, you know what? There is no way I would ever charge that. Now I'm charging it now charge. Now I am, I've got my limited company. I've just had all my stationary printed. Like this is getting

real, but I'm charging full price. So I'm charging the price of a normal coach. And six weeks ago, this was just something I may do or something that may help me build a different type of business in the future. So it's

Doing it and I love it. And we say six weeks, what I want to say as well is in those six weeks. So those are four hour sessions actually, or Wednesday you've had a significant amount of training. Yes. Um, and how much coaching have you been doing during that time as well?

So we had our triads. I'm going to be so sad to see my truck. The back of my truck

It's is like the most gorgeous I F I, I genuinely say is, I'm really love everyone on the course, but sometimes you put people together and you're like, gosh, the chemistry there. It's amazing.

Well, when we first went in the trial, I was like, Oh my God, there's a boy. Like I have to talk to a boy. Are you joking? But honestly it was, I can't believe she's put me with a boy. Um, out of all the females on the course, I'm with the boy, but yeah, they're, they're amazing. And like last night we had just one of the others and myself. We had an hour chat just about like the business side of things, because you're teaching us to be a coach and that skill set, but then also, how are we going to Mark it up business and kind of all that kind of stuff. So we've got a really lovely bond and we actually meet once a week and we do a half hour train in the same way that you structure the triad. So we kind of do that and give each other feedback.

We also, you provide us with our peer coach and my peer coach is amazing. She has just this massive bank of knowledge. And we coach, we take it in turns once a week, where she will coach me. And then I will coach her. I took on for your group three pro bono clients, and I've just come out of a meeting. I've just come out of a session today. And honestly, I can't believe that everything that I've helped this lady accomplish so has, was kind of life and business. She's going through a divorce, which is something that I'd never, never thought I would work with. I've never been through a divorce, so I never would have taken a client like that on, but you've given that kind of skillset that actually, you just need to be the best coach. You can be. You don't need that knowledge of where they've been and how to help them. You're helping them to help themselves. So what she's accomplished in a week and a half I'm, I'm blown away with, so yeah, the free pro bono, the triads, the group training that we do, um, on the Wednesday night and then my peer coach.

And you mentioned that you're doing some business stuff, but we also give you some support in terms of your business. I think you can always get more. Why was your business going to go knock?

Wow, I'm so excited. So I'm having my website built. I've always in the past. I've always built my own website. So I've always done everything myself. I've worn all those hats, but there's, there's kind of this little, I've got this little role model in the coaching world. I don't know you might've heard of her. She's got a book or two out and it's you roof. And

I didn't know who it wasn't. I was just going to ask you,

Um, I don't know. It's, it's it seeing you in the way that you've structured it? I think it's kind of made me realize that if I concentrate on coaching, the passion that I've got for it, I can outsource everything else and I'm not going to reach that burnout. I'm not going to, I'm not trying to be a web designer. I'm not trying to be a marketing expert and it kind of, it makes the business feel so real. Whereas before it's just been, Oh, I'll just buy an 11 pound domain and like a WordPress website up and deal with everything myself. I can really feel this gaining momentum. And it's very exciting, but it's a little tiny bit scary.

That's okay. It's okay to be scared, you know, excitement and fair. Uh, one in the same, if you think. Okay, it's exciting. This is exciting. So in six weeks you have gone from, okay, I'm not sure if I'm going to, I'm going to use this as a new skill set, being a little bit of a skeptic T actually this is gonna form the basis of my business. You have gained lots of experience. You've got paying clients, you're expanding your business. You've got getting your website. What would you say to yourself back in January who was thinking, I'm not entirely sure if I'm going to do this.

Do you know what? I don't think I would say anything because I love the way it's panned out. I think I would go forward six weeks and just kind of live in the moment. So as well as everything business, that's going on. One of my, so my husband works away a week at a time and then he's home for a week. And he's been doing that for three years now. And one of my goals this year was to, um, so I have a product based business as well was to earn enough income so that he can kind of take a step back and not have to go and work away anymore. And he's had, and he's noticing today like that. And that's, that's through the power of coaching. Not that my income at the minute is replacing his, but I know it will. I just, I know it will. I know that everything's falling into place now and every single day, like it's not a struggle to get on Instagram and talk about what I'm doing, because I want to talk about what I'm doing and, and this, this coaching, and I want to help people and I want to give away this advice. So yeah, I don't think I would want to risk change in everything by going back six weeks. But I would love to see what I've got in six weeks time, because I just think it's going to be massive.

Yeah. We're gonna have to revisit Michelle, come back when you finish the course and do this again, because I think to show people really that amount of progress, and remember, this is a, this is a training course, but actually I think people often think, okay, what is that?

What toggle investment? Like, what am I going to get back from doing this? And you're already making money doing what you want to be doing. There's nothing better than that is that.

So I, when I started, I, I looked, I was getting a, um, a business loan. And unfortunately, because we had just moved that didn't go ahead. So I thought, Oh, that's a sign. I'm not meant to do coaching. And then I had got an email from you saying about the payment plan. And I was like, Oh, you know, if that's a lot of money each month for a training course for something that I'm not trained in doing, whereas actually as soon as you feel confident and you've had your feedback from the tutors, which is massive, and that's such a great idea, that feedback, all right, it's nerve wracking, knowing that you've got someone listening in, but that instant feedback, it's almost like I get that is I'm on the right track. I'm not going to go and do anyone, any damage I'm asking the right questions.

So having that is so important that you don't have to think right. In eight months time when I finished the course, it could be okay. In three weeks time, I can start taking on. Even if you charge a half of 50% until you're qualified, you can start making the money as soon as you're ready. So it's not like a college course where you have to go for a year and then get your certificate and then make the money. You could be making money from the course while you're on the course. Um, so actually it's, it's just like having an insurance or something, isn't it? That you're paying as you grow in the business.

Yeah. Yeah. And, and the thing is, if you go out that you will get the clients, and I know that it's, I'll be really open. I say to everyone, eat does depend on you. Like you have been really proactive. And I think your energy around this has been that also you come from, you know, you've got solid experience as well. Like, you know, people, as you said, you've had lots and lots of different businesses before. So you've got that experience, which other people may take a bit longer. So I always want to say that because I don't want people to think, Oh my gosh, in six weeks, I need to have paying clients. And then when they don't, they're like, Oh yeah. Is there something wrong with me? Takes people different amounts of time. And it doesn't really depend on your circumstances. So this is, seemed like it's been like a pretty life-changing experience, especially, I didn't know about your husband leaving his job as well.

Yeah. Honestly. And we're so happy it's happened. So even, I mean, we only made the decision this weekend. Like literally I got him from the yard yesterday and it was yesterday afternoon in the, in the bath, but I'd, we'd kind of, I crunched the numbers and he was welded in the shed or whatever he does out there. And I called him in and was like, actually I think we can do it. So we were kind of thinking another, maybe six rotations away. So 12 weeks and it's happening. And this is when he comes home on Sunday night, Monday morning. And that's it. He's not having to go away anymore. So yeah, it's

been amazing. I just, I didn't realize that this, it was going to be the way it has been. I love it

Before COVID before lockdown. My husband used to work away, not for a whole week, but he used to be away for like two or three days every week.

It's so hard. It's so hard. And I know it's not the hardest thing in the world, but it's hard. And when you're building a business and you've got kids at home as well, I mean, it amplifies it, doesn't it?

Yeah. Especially during lockdown, like, and I gave up alcohol as well. So I do not know what I was thinking, but yeah.

I was like, I might as well just do everything at once.

Pocono. Whew, chocolate. Well, no, I've just given that up as well. And I'm spinning in the morning every morning. I just must, must have one of them like, like pain. I never believed. I just, yeah. I just didn't believe that I was going to be in love with coaching enough to say, this is it. I think I've found what I want to do when I grow up and considered, I hit 40 next year. This is amazing. So, Rachelle, what would you say to

Somebody who's thinking about joining the professional coach to play Mer?

Do you know what I say it all the time? I'm on Instagram, so I'm mainly on Instagram, but I'm also in your coaching. Is it the coach in community community? And whenever I see someone on the fence, I'm like just book a call with Ruth, just book a call with Ruth, because although we're doing the course and it's with the ICF and all of that, it's your way of teaching and the program that you've created and the team that you've got around you, the support that you offer, the extras, like the training in the group, mentor in the access to the hub, it's all about that. You just don't get anywhere else. And that's, what's enabled me to realize that this is a business that I, this now for me, this is my business. I think if I had gone, I looked at doing some different courses with like distant learning providers. And I think I would have finished the course and not being where I am. Now. It's the support from your coaching and your team that has, that has made me realize that actually. Yeah, this is it. Now.

I love it. I really appreciate your time. I am going to get you back in the future for another one. Michelle. I called not after your story. If people wants to come and check you out, where can they find you online?

So I am, she makes this talk and that's the name of my podcast, my YouTube, Instagram, and Facebook, and also my Facebook group. But yeah, you can find me everywhere.

She makes this talk. You've been amazing. Thank you for listening to the coaching hub podcast. We've made Ruth could say, if you enjoy this, I would love you to join my Facebook group, the coaching community for more of the faith.

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