

THE COACHING HUB

Podcast Episode 63 - Coach training as an established business owner

Someone asked me this the other day. And they said, what would you have done differently? And I immediately said, I would've got a coach. I didn't really know, believe it or not. Back then that they really existed. I mean, I just wasn't on my radar and it would have been immensely helpful in the early days of setting up that business to have.

Okay. Hello and welcome to the coaching hub podcast with me. Your host, Ruth could feat if you're a coach or you're coaching, curious, this is a place for you. We're going to be talking all things, coaching, pastoral development and business development. And I've 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 delighted to have you.

Hi, winter hair. Clara is a copy and content coach, and I've known Claire for probably about two years. I think that we first met when you came to my event in April, 2019, she then came and worked with me and my mastermind and now is doing the coach training. And on top of that, Claire is our resident copy and content coach for my membership, the coaching hub, and my mastermind. So to say that I like Claire is she's. She's pretty good. She's pretty good. But she's going to be talking to you today a bit about how claire's had, I think 12 years. Is that right, Claire? Yeah, that's right. Yeah. Well, he has experience in business so 12 years into business, she decided, okay, I'm going to take a coaching qualification. So we're going to really explore that a bit more, but first of all, a huge change.

Welcome to your clap. Hi Ruth. Thanks so much for having me on the podcast. Really excited to be here. And I forgot to mention that you're also a podcaster as well. So you've got fantastic podcast too. Oh, thank you. Yeah, I love podcasting. It's definitely one of my favorite things to do. So you've got your business now say you're a copy and content coach and you've got your own membership and you've got lots of different elements to that business. What did you do before then? So before then I used to own an edit my own magazine. So I was a business owner. I bought it when, and this will resonate with you when my twins were one and I had a four year old, um, because obviously that's what

you do. And I built a shed quarters, got a nanny and bought a magazine in the space of about six weeks. And I ran that for eight years, which I loved. It was really good, fun, and it worked with my family. And so content is obviously from someone who was doing a magazine, it's something that, you know, quite a bit about. And you know, my, my background is broadcast journalism. That's what my in.

So then I went to work in radio and television now ITN. So I was in that fast paced news background. And then I went to more a breakfast show, which was more kind of magazine type features, but also the news. And then did that classic thing of moving out from London to the home counties. Cause I had a, what, you know, as a small child and that's how I ended up buying the magazine because I was like, I love being a mom, but I'm also a journalist and a writer and a content creator. And I want to continue that. So it was, it was a great thing to do. And you know, I run a small virtual team and created content for online and social media in the good old days when you could build up a Facebook business page and get thousands of followers without any paid ads.

Yeah, exactly. We all laugh and cry at the same time. And so yeah, no paid advertising for that, but yeah, it was really, really good. I chose to sell it four years ago because my children were growing up and I felt like I'd almost outgrown that business. And I sold it actually to two women cause it's a, it's a busy job. You know, we had over a hundred advertisers, every issue. And that was my goal actually was to sell it to two women that work that had children, smaller children that would take it on and, and grow it. And in fact they own the magazine for West London as well now. So they have grown their business, which I'm really excited about. And I'm still in touch with them.

It's Testament to you, Claire, that you do the job and then you sell it to TP or you say, Oh, well, yeah, I sold it to two people probably because you were doing the job of tea people. And I know you very well and I know how, how you all very committed to getting stuff done. So I can imagine that class one job will be most people's teacher.

Yes. And that really was my kind of it, you know, most people be like, Oh, my goal was to sell it for loads of money or this and that. And my goal was literally like, it needs to be a partnership. It needs to be two people taking on that role. So, and that's, it's amazing when you know all about this with goal setting is if you set your mind to something, you know, often the universe delivers. So it definitely did in that case. And you know, I learned an amazing amount running my own business. Someone asked me this the other day and they said, you know, what would you have done differently? And I immediately said,

I would've got a coach.

I didn't really know, believe it or not back then that they really existed. I mean, I just wasn't on my radar and it would have been immensely helpful in the early days of setting up that business to have a coach.

Hmm. I love that kind of brings us on T so you had that business, you sold that business, you started up making words come alive is a great name. And in that I know that you've done group programs, you've got a membership you've done done for you. You've helped people get into the press. You don't a whole range of different things under that umbrella. How long has that with the speed stuff up?

Yeah. So I reckon I'm probably into my fifth year. Yeah. Yeah. And I did start off very much with the done for you. And again, I worked with one of my first clients were leadership coaches and I was profiled for the first time as part of one of their programs. And they were like, you know, you should be an inspiring leader. What are you doing in your business at the moment that makes you feel like that? And are a certain current, not a lot,

You know, actually,

Because I was writing copy for other people and I from being profiled, which is why I love the disc profiling that we do as part of the coach training, is that you can identify your strengths and your weaknesses and what you need to work on, but then you can identify whether you're in the right roles. So I think, I thought that was copywriting for others was, was the way my business would go. And it's transformed into being a mentor trainer and coach. And I'm much, much happier doing that. And obviously I've got my free group cracking content. I've got the podcast of the same name, I'm hosting clubhouse rooms. I'm really enjoying sharing my knowledge with people and also doing the one-to-one coaching.

So then what made you during that visit? And you've just mentioned the one to one coaching, but, but having that business, what has kind of brought you into now training as a coach?

I think it was, I invested in lots of different things. So often it has been a mentor or, you know, I want to make a course digital. How do I do that? So it's been that kind of training or mentorship that I've sought out. And then obviously working on the mastermind with you and being coached myself, I was like, I really like the coaching model. And it felt like an investment in myself if I'm honest. So it was like, I felt like it would help what I'm doing because so many people come to me with, I want to be more visible. I want to share my knowledge with the world. And then there will be that critical person on their shoulder. You know, you're not good enough or imposter syndrome reels, you know, sort of rears its ugly head, that kind of thing. Although, you know, I'm, wouldn't label everyone with that a tool, but it just might be confidence issues. And suddenly I thought, well, coaching

would just fit so neatly with what I'm doing already and just to have that structure and support to enable people to do further self-development alongside sharing their message with the world. To me, it felt like it kind of went hand in hand.

So you are now nearly very well, very, very close to graduation. How has the coaching helped you?

I think I just logged, I've logged over 153 hours of coaching time. So that's been, you know, amazing and learning as I do it, learning how to let people come up with their own answers. For me, that's been the biggest learning from coaching and I think that's really powerful and it's definitely helped with my family life as well. Just understanding that most people do know the answers and we can help them get there. And I've certainly experienced this with my teenage children during a really challenging time during lockdown during this pandemic that actually they do have the answers. They can figure out things for themselves and you know, I've empowered them to, you know, they will cook dinner once a week. Um, they manage their screen time. It's been really nice actually to take my foot off the pedal. You know, I'm still engaging with them and checking that they're doing their work, but they are in control of it. They understand the merit of doing it and that I think when they feel empowered and I think we can, I'm using it as an analogy of, you know, the same thing with clients. So I think that's been one of the most powerful learnings for me from stepping from mentor trainer into a coach's shoes.

So you've said about how it's helped your children. How has that helped Jay?

I think also knowing and trusting that I have the answers getting to know your purpose and your values and you know, you work through those, exercise yourself during the training and then you can also do them with your clients. And when, when you get clear on that, you know, what serving you and what isn't serving you and you can change the way that you interact with your coaching clients and your, and on your programs for the better, because you've got all these skills that you've learned and you know, really great questions that we pose. And we, we go through coaching scenarios on the training and all of that helps. And I think it is just helping people fulfill their potential and you know, best job in the world. Right?

So in helping people fulfill that potential, why is that the best job in the world? You know, that I agree with you, but I wanted to hear it from you because you see people

Inspired, you know, their work, lights them up, they're doing something they're engaged with that they're happy with. And given the work that I do, it's the content they create, you know, the social posts, they put out all of those things. They are completely congruent with their values and their messaging. And I think that's how coaching goes hand in hand and to see people just feel comfortable with the offerings and the, and the

products and the things that they are offering to the world, their messaging they've mastered their messaging, you know, and coaching completely can help them do that.

I love that. So it's mastering the messaging and then coaching can help them really like go to that next level.

I think so. Yeah, definitely. So what's next

For Claire winter?

Well, I love doing the coaching in the coaching hub with you and in your mastermind, I'm really excited about working with your growth mastermind. I don't say that pay me, pay me. I'm continuing with my podcast and I'm growing my membership and I've got my pitch, the press course, which I launched about three times a year and I am working on, um, a Greek program at the moment. So that's my special project at the moment. So I'm really excited about that. So I've just got some ideas that I'm formulating at the moment. So yeah, I'm really excited, really excited for the rest of the year.

And is that group program going to integrate coaching and more of the mentoring copy stuff?

Yeah, definitely. Definitely. It will be a visibility piece for sure. But with the coaching tools,

What I love about that is that it's often people will come and they'll say, okay, I'm learning a new skill. I'm learning coaching. I'm already a mentor, but I'm learning coaching. I'm already a consultant or train or whatever it may be, but actually there's a lot of power in integrating mentoring and yeah, you've, you've already shared that you've got all of this experience with the coaching because that can actually help people get even better results.

Yeah, definitely. And I think that's the thing. I think there are people on the course that have those years of experience and want to just do straight coaching as I like to call it. And there'll be other people that integrate it into their business. And I think both are really valuable. Um, I think you can, you know, you can get a lot from the course personally and professionally and choose how you integrate it into your business. I think that's the flexibility is there. And also I think some of the amazing trainers and coaches that you have on the program as well, illustrate that and model that really well as well. Yeah.

Yeah. Thank you. Okay. So if people want to find out a little bit more about you, where can they find you?

Well, websites, Claire, winter.info, and then Twitter, Facebook, Instagram, and clubhouse. I'm at Claire winter, UK. And you can also find me in my free Facebook group, cracking content

And your podcast is cracking content as well. Isn't it? Yeah.

So just Google that and you'll find me

And you'll find that my winter is in the season.

It is and yeah. And it's Claire with an I and E yeah.

Yeah. We have to get all of this stuff in that you've been amazing. I love you supporting during that work, that you, you really help people both in my membership and my mastermind, but also I love seeing the growth for you that, and the opportunities that you're opening up in your business. And we may also another project that nobody knows about yet that we may be working on together too. So what's your space for that? I'm ridiculously excited about that. I am to do another podcast. We'll have to do another podcast about that.

Sure. Thank you. No problem. Thank you for listening to the coaching hub podcast with me. 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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