

THE COACHING HUB

Podcast Episode 68 - Jenny Stallard - My Journey in Journalism and Coaching

Probably this time last year. So what we're chatting sort of end of March, 2021. So March last year, beginning of locked down, I was thinking I don't want to be a journalist forever, but what else? What about this coaching coaching kept glimmering at me like a little shaft of light to through the cracks.

Hello. Hello. Welcome to the coaching hub for cost we've may your host Ruth could fee 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 in 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 podcast. I'm absolutely delighted to have

Wonderful Jenny [inaudible]. Jenny is a writer, coach, and podcaster, and she's going to talk today about how she came to coaching after few years of working with coaches for journalism, and now how it is part of her business. Freelance feels so welcome, Jenny. Hi,

Thanks for having me. It's really, really

Lovely to have the hair. Okay. So tell us a little bit about your background. So you said that you use coaches in the past.

Hmm. Yes. So I was first sort of asked if I might like to be someone's sort of coaching client cause they were training over a decade ago and that was back when it was all. I mean, I think some people still see coaching as a bit sort of one of a better word, like woo. But back then, my over 10 years ago, it was very much what even is coaching and you know, everyone's benchmark cause someone like Tony Robbins telling everyone to change their life in two seconds and that kind of thing. And so when a friend of a friend says, I'm looking for people to work with so that she could become ICF accredited, I was very skeptical, but I went ahead because I thought, well, you know, it could be fun. Might

find something out about myself. And I remember being a bit of a turning point in terms of, I talked a lot with her about I was freelance at the time, but I wasn't loving it.

And we sort of worked a few things out and I realized I liked freelancing, just not the client I was working for. That's still a memory that sticks with me of, yeah, coaching can make those differences. It's like those little pieces of the jigsaw slot in, and then over the years. So I'm a journalist by trade writing for like women's magazines and websites and national newspapers. And often I quote coaches in my articles. In fact, I'm pretty sure we've potentially had quotes from you in some articles for some women's magazines over the years. I'm sure we got linked up in that way, but, and I chat to coaches and I think we heard the sound of this world that I'm hearing about. And I loved what the coaches said and I thought I just, it just really appealed to me the whole coaching world that I saw connecting the coaches as interviewees. And then I have a lovely friend called Mel Johnson. Who's actually the solo motherhood coach because that's sort of her, she had a daughter as a single woman. And she's now a coach who works with women who are considering the solo motherhood journey. And she was getting up to her 100 hours. So I was, uh, I volunteered by that point I was like, Oh, well, if you need anyone by then I was like, yeah, get me some coaching.

Yeah. You realize that it was like, yeah,

Yeah. I was like, brilliant. I'm in. And I was actually a hundred thousand, which was really special thing for us as friends as well. But, um, she was the one who probably tipped me into thinking, wow, this is something I could, I could do. I could join this. This tribe of it looks really fun. Hey, this there's a seat for me if I want it. Okay. So that was sort of how I then came to thinking, what do I do next though? I didn't really know how then to take all of those feelings and go right. How do I, how do I do it then? Sort of thing. So that was the point I got up to probably this time last year. So what we're chatting sort of end of March 20, 21. So March last year, beginning of lockdown, I was thinking I don't want to be a journalist forever, but what else? What about this coaching coaching kept glimmering at me like a little shaft of light to through the cracks. Hello? Yeah. Yeah.

You can tell that you're a ricer by the way that you use imagery. Cause we're all now sitting here like imagining coaching. Cause it'd be like, hi.

Yes she is.

So 2020 coaching was giving you that little cheeky wave. What made you go from cheeky wave to thinking actually I'm going to, I'm going to train as a coach.

Ooh. A couple of things. So I, my partner and I decided in the January that we were going to move and we found a house, we were going to move out of London to Oxfordshire, which kind of demanded a change in my freelance life because I was often

traditionally as a freelancer, I do in-house work. So I'd go into offices in London, worked for magazines on a day rate and be in their office. Whereas once I was out of town that wasn't going to be a possibility anymore because the travel and the cost was just not wouldn't balance out. So I started to think, well, if I'm going to do something else and coaching appeals now is the time to start implementing this because this could be part of this life change that I'm making with the move. It could all go hand in hand.

And funnily enough, in lockdown, we were living in a flat, in a block and we had a communal garden. So I'd often obviously bump into other people from the building going up and down the stairs, whatever. And the lady who lived in the flat below us, it was a coach. So I had quite a few conversations with her actually sort of, you know, distanced in the garden about coaching. Yeah. And it started to make me think, okay, like she'd sort of say things to me like, you know, when you can, you can train or you can, you know, I mean, as we know you don't have to do. And I see so many people popping up on my Instagram. Hi guys, I'm coaching now. Like, are you, are you really though? Cause I'm all spoken out. Cause I know more about it, but yeah, she's she helped me.

I guess if I had sown the seeds, she helped me water them by helping me with information from her experience. And I actually turned to my dad for advice. I, my dad used to run a training business for sales executives. So a lot of coaching involved. So I chatted to him and I said, you know, what do you think? And he was really supportive and, and gave me lots of advice as well. And he was, he's very good at the business side of things. So he said, look, if you're going to do it, you need to know what your niche is and how you're going to make some money because otherwise what's the point in your training. So he gave me that business element that I was like, well, okay. Yeah, that's a fair point. So yeah, he was quite influential in me making a decision.

And then I spoke to Natalie Trice. Who's one of your alumni and she was ever so supportive. And she told me all about doing your course, which led me to you. Yeah. Then I had a discovery call with you. And by that point I knew, but I wanted to do it, but I wanted to set up, it was just a case of, I was literally at the edge of the, I want to say cliff, but kind of at the edge of the jump. And I knew I was going to, it was just a case of, of when I was going to take my foot off that edge and, and see, see what happened next. So yeah, I knew in my heart by then, I remember, I think you said to me, what else is standing in your way or something, but something similar about sort of what's stopping you jumping. And I was like, Hm, now there's nothing anymore.

That was,

Remember when we spoke. It was big in September. Yes. Yeah. I think it was mid September. Cause then my birthday was end of September. And then the course began at the beginning of the October last year.

Um, now what's happened since then.

Well, so I I'd already created a platform called freelance fields, which was born out of my own mental health challenges as freelancer kind of just trying to be honest about freelance life, not being easy, you know, God, every don't say magazine article because I'm part, I'm part of that machine in a way. But you know, when there's a film and a girl works from home, she's like sat in a Vail. Armchair will like, Oh, maybe I'll have another coffee and then a meeting at the local library and stuff. And it's just all so cutesy and

Well it's carried from sex. What it's like working from home in a really nice apartment. Exactly.

Did they bring in some reality finally to her situation is what makes me love sex in the city? Cause I watch old episodes of time, two episodes on started comedy at six o'clock, six ish on a, on a weeknight. So I tend to watch those at the moment, but yeah, the fact that she then couldn't afford her rent controlled apartment, cause she realized she'd spent a house deposit, a flat deposit on shoes. I was like, thank you for making it the reality that this woman isn't earning all this money, just mincing about her computer for five minutes every day. Yeah. So I'd set up fields, which started as a bit of a kind of online community. Isn't operates a lot on Instagram. I'll put a lot of my sort of videos of me talking about freelance life and stuff on Instagram and people started following.

And so then I started a podcast which is going well, I started a newsletter which has got over a thousand subscribers. And I started to realize that coaching fitted perfectly with the brand that I'd built sort of by accident because I only started doing it cause I wanted to talk about my feelings really. And I thought, Oh, hold on. I could coach other freelancers that feel this way. Other small business owners that aren't, that have lost their mojo. So then I realized I had my niche and I was like, aha. Then the little cracks, weren't so much cracks as a big door. My window had been burst open if they're thinking about those shafts of light. Yeah.

So it's all in N next for you.

Oh, I love the win. Next question. So I started group coaching and I've been doing some one-on-one, which I'm loving. Like I don't think about anything else when I'm coaching because you've got to be in the moment. So I really love that. It's like a real, I feel like, Oh my gosh, I found something to do as a career. That actually helps me switch off in a weird way, even though you're on at the same time when next I think is potentially some masterclasses combining what I know as a journalist and what I now know as a coach, that's about as much as I know about them, but I'd like to run some master classes and I'd like to run more workshops. My big goal, my master goal, as we were talking about in the class this week is to be kind of a go-to name, to be a thought leader, to be one of the thought leaders about freelance life and working from home. So to be someone that when I was always working as a journalist full time, I'd think I'd have my go-to names of

people. I'd say, Oh, they can talk about that. And they can talk about that. And I want to be the name that the journalists go, Oh, I'm writing about carving your own self-employed career. I need to talk to Jenny. She's the person. So that's the big goal, you know, just that

I love that goal, but I also know there's a little bit more psycho cause I know that you want to be sitting on panels talking about this as well. [inaudible] you go into bed?

Oh, I hope so. I'd love that. It's funny because, um, and it's something I've explored, the lovely Lucy power. So I was lucky enough for her to be able to get some one on one sessions with her as part of the course and then really explored the idea that it's okay to want to be known. It's okay. To it's okay to say you'd quite like to be famous for what you do in some way. I think I struggled a lot with saying, Oh, I want to be the person that the journalists turn to. And I want to be the, of Moran of coaching. It's like, I struggled with even saying that's what I wanted. Cause it felt really self-indulgent and it felt quite sort of, you know, me, me, me, but actually it's okay to have a goal like that. If anyone's listening and they're thinking, Oh God, yeah, I worry about, you know, is it, is it self-indulgent to want kudos what you do?

Well, I'm kind of learning no, go for it. Do what you did well and let people hear you. Yeah. It's not self-indulgent. Yeah. It's um, it's funny, isn't it? I think we all sort of see it as, because the people that are famous, the sort of almost two kinds of famous, aren't there, the word famous you think of celebrities, you think of actors or you think of comedians or you think of, you know, people really in the public eye on red carpets, but there's another kind of famous which has been well known. And once you stop using the word famous, it doesn't sound so indulgent. Suddenly it sounds businessy. I'd like to be a thought leader sounds very different than I want to be famous.

It is the same thing. I think that people see famous vacuous, don't they? And they're like, Oh yes. Well I want to be a thought leader, but yeah, it is the same thing actually to be recognized.

Yes. Yeah. I like, like, I've always, that's why I became a journalist. I love having my name on my work. I like people going, Oh, I read Jenny styles article, I guess I've always caught it. It in some way. And a book, a book is the next thing as well. I would love a book deal to write all about my freelance journey and to kind of say in a book it's okay to not be brilliant at freelancing. It's okay. If you don't feel great as a freelance, so we're all in the same boat. Here's some ways to deal with it and cope and manage it. Yeah. So a book is also on the list on everyone's list. Isn't it is everyone one of our books these days. Yes. That that'll come. I think, I think that will come. That's one of those things where I've got to trust and keep putting it out there and just talk to the right people. Yeah.

Okay. So in terms of where next we've talked about like the big goal in the back and everything else, let's go back to the, the more immediacy of when you're qualified coach, which we very, very safe. What was that going to change about your business?

The first thing it's going to do, and this wouldn't be the case. If I hadn't done this course and had the input from you and the other people on the course is to say, okay, we're charging a lot more for what Jenny offers now

It's, you know, the fees are going up and I'm starting to say that as well as, so I've got the group coaching course, which is called relight, your freelance sire. And uh, it's a bargain 90 pounds at the moment to join my group. Coaching courses runs over a month. And once that diplomas in my hands, freelance fire will not be a bargain lifetime pounds. It'll be a Bogan, lots more money because it's a real bogging at the moment. So yeah, I'm really fired up actually more than I could ever have been when I started the course about saying, yes, you can, I've gotten the right offering and I'm going to charge more money for it. I'm going to take that risk. And yeah. And say to people know that I've proven this course works. Now this is the fourth month that people have signed up for it. It's going to cost a little bit more so that's yeah. First thing is going to be prices. And the next thing I think is going to be devising more workshops and more master classes, kind of a quality over quantity in terms of a high investment masterclass, more than a low investment, one hour workshop. So I want to focus on the one day masterclass offering. Oh, I liked that. Yeah. Look what you've done. Really

Smiling. The, the, the, the coaching that was waving to you last year through the little, you know, saying, hi, Jenny, I'm here. How do you feel having taken that on board and not run with it and actually changed your business and what you're doing

To listen back talking through it is like, Whoa, I did all that. So very proud. And I feel like coaching is now, like I know in the middle of our chat, I sort of said, it's almost like a dormer window. Like a skylight. Some people might call it. I guess it's even more than that. It's probably like a lovely one side of the roof is glass. So you can all the lights pouring in and last really cheesy, but that's kind of, we'll go with that. Yeah. It's very much what I want to do. I would like coaching to be the first thing and writing to be part of my work as a coach and at the moment, it's the other way round, but it's shifting those branches are shifting and I want them to keep shifting so that I'm approached as a coach. So like I would approach coaches to be in articles. I'd like people to be, Oh, I know Jenny. And actually this happened this week and then a contact of mine emailed me and she said, do I see your coaching? Now I'm looking for some quotes for an article. And I was like, Oh

Yeah, I forgot that happened yesterday. Oh my goodness. Yeah. And that's what I would like. And then for those interviews in magazines or newspapers to lead to people, signing up to my coaching offering, which is what is the revenue driver.

Mm. I love that realization. That what you want to happen.

Sometimes you don't realize it until you say it out loud again. Then you're like, Oh gosh. Yeah, that did actually happen this week. There we go. Yes. I'd like that to happen more. I guess once I'm quoted more and more people might see me as a voice to come too. And that lady might pass my name onto another journalist. She knows if I provide her with what, that's the thing, because I know what it's like being the journalist. Who's like, I'm on a deadline. I need some quotes and I can go home. And then how you feel? Here's some quotes super quick ones. I know how to deliver that because I've been on the other side of it going home. I need someone to tell me this really quickly.

So lots of people will have been, will have loved hearing aid. I know they will because I always know how much I love speaking to you. Why can people find you online? You've talked a lot about freelance feels.

Yes. So freedom steals is a shiny new website. That's so committed to doing thanks to coaching freelance fields.com. And there's a coaching tab on there. People want specifically to look for the coaching, but on social media, I tend to be on Instagram, way more than Twitter. There is a Twitter account, but I just sent across posts. So Instagram is where I do most of the sort of talking about freelance life and coaching and stuff. So that's at freelance under school fields. And then the podcast is called freelance feels the podcasts, the humans who work for themselves, that's on Spotify, Apple, or search freelance fields, wherever you get a podcast. And the newsletter is freelance seals dot sub stack.com

For now. We'll put all of those in the show notes that day. It's been absolutely brilliant. Getting to know you and having you on the course. And I am looking forward to coming to the event in person and watching you.

Oh, thank you. I'm grinning. Thanks for having me. Thank you. 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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