

WHAT TO LOOK FOR WHEN HIRING A COACH...



Whether you want to hire a life coach, mindset coach, business coach — or any kind of coach! — these questions will help you choose the best coach for YOU.

NOTE: This is a very comprehensive list of things to look into when you're hiring a coach and questions to ask your prospective coach. While you *can* ask a potential coach all of these questions and look into every single idea here, you certainly don't *need* to ask ALL of these questions!

This cheatsheet and the corresponding video are designed to help you think about different aspects of the coach-client relationship, so that you are able to make the BEST choice (for YOU!) when hiring a coach:

1. What is their background, experience, and qualifications? Does that reflect what you actually need in your coach? Is their experience relevant to your needs? Do they put in the effort to continue to build their skills on an ongoing basis?
2. Does what this coach says and how they act resonate with you? Is it a good personality fit? Does their coaching style work with what you want and need? Who does this coach look up to?
3. What are TYPICAL results that this coach's clients experience, as a result of working with the coach? Do their typical results match up with the testimonials on their website, or do they only showcase the "cream of the crop" testimonials? Is there consistency in the type of results they get their clients?
4. What type of environment do you thrive in? Does this coach's offering fit with your needs? Are they clear about their own boundaries and what you can expect from them in terms of accountability, communication, etc?
5. Is a "coach" actually what you want and need? Do you know what you want and need? Does this coach genuinely know their skillset? In other words, are they ACTUALLY a coach, or are they a teacher, mentor, hybrid, etc? If they themselves don't provide you with all the things you need, are they okay with you having other coaches and mentors while you work with them?
6. If they are a teacher or strategist: Do they know how to teach? When you look at their social media posts or read their emails or watch their videos, is what they say clear and cohesive? Do they teach skills that are replicable in various contexts? Do their clients look like carbon copies of them?

Continued on the next page...

Or — if you're thinking about hiring Sagan as your coach — click on the links below to get details about working together:

**Personal Fulfillment
Coaching**

**Solopreneur Success
Coaching**

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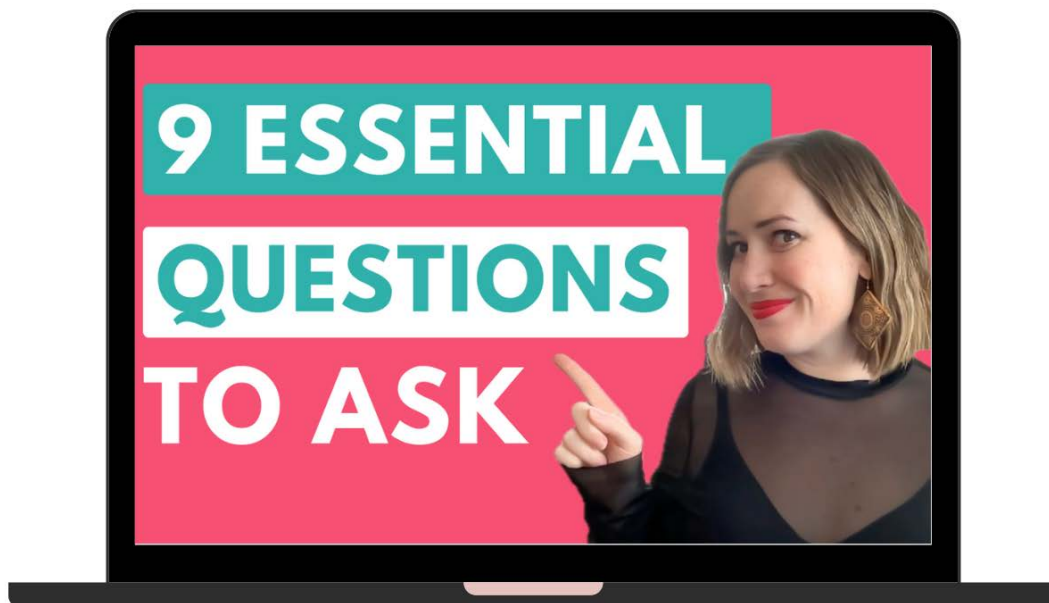


7. How does this coach handle conflict? Do they seem to have a lot of rocky relationships with clients? How do they react to hearing about a mistake they've made? What do they do if their client is struggling to meet the goals they set up during coaching calls? Does this coach believe you when you say you are struggling? Does this coach believe IN you to keep making progress? Does this coach have your back in all different seasons? Have they ever had to fire a client, coaching or otherwise, and what happened if they did? What do they do to prepare for coaching a new client?

8. Does their coaching style foster independence while providing you with a strong support system and guidance? Do they tell you that you need to always work with them, OR are they there to support you while also helping to get you into a place where you don't necessarily *need* to work with them to make good progress?

9. Can they meet you where you're at? Do they customize and adapt to your needs? Do they share your values? Do you feel a mutual respect between yourself and this coach?

Watch the video:



Work with Sagan:

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Here are some specific questions you can ask your prospective coach:

- **About their credentials and qualifications:** “What kind of education, certification, or other background experience do you have, relevant to your work as a coach?”
- **About their coaching skills:** “How do you ensure that your coaching skills continue to improve over time? Do you do any type of continuing education?”
- **If they don't do continuing education:** “How do you ensure that your skills continue to build over time?”
- **If they are a business coach:** “What experience do you have in business besides being a business coach?”
- **About their coaching style:** “How would you describe your coaching style? What is your approach when working with clients to expand their comfort zone?”
- **If they say they like to trigger their clients:** “What do you mean when you use the word ‘trigger’?”
- **When you're trying to gauge their perspective on the world and whether they share your values:** “Who do you look up to?”
- **About their client results:** “What are typical results that clients get when they work from you (e.g. what is the satisfaction level of 90% of your clients, rather than the top 10% of your clients)? What kind of results do most of your clients consistently experience?”
- **About their coaching environment:** “What different coaching options do you provide?” (E.g. video-based, phone, email, group vs one-on-one, etc — ask them specifically about the types that you are interested in getting.)
- **If you are not sure about what type of environment you thrive in:** “What happens if this coaching environment doesn't work for me? Are there options to try something different partway through the coaching experience (e.g. add-on one-on-one coaching if group coaching doesn't work, or add-on extra email coaching in between video coaching sessions)?”
- **About their communication and availability:** “What methods of communication do you use? Do I need a special software for us to communicate? How often can we connect in between coaching sessions? How often and how quickly can I expect to hear back from you? Are there any other boundaries that I should know about before we start working together?”

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Here are some specific questions you can ask your prospective coach:

- **To check whether their clients are carbon copies of them:** “Who are some of the clients you’ve worked with? Can I speak with them directly?” (They may not be able to answer this directly due to confidentiality, BUT they may have testimonials or case studies on their website that link to their clients social media accounts or websites — in which case you can check those out.)
- **About their ability to work with a client in all seasons:** “How do you handle it if a client is struggling to meet the goals that you set up during your coaching sessions?”
- **When you want to know how they handle client conflicts:** “Have you ever had to fire a client, coaching or otherwise?”
- **If they’ve fired a client:** “Why did you fire the client? What did that process look like?”
- **If they’ve never fired a client:** “Why have you never had to fire a client? If you have not had to fire a client, what has happened when you and a client haven’t quite seen eye to eye?”
- **To get a feel for what to expect at your first session:** “How do you prepare for coaching a new client?”
- **On their commitment to fostering independence alongside supporting you:** “What is the typical length of time you recommend working together? Do you believe that everyone NEEDS to have a coach all the time? Will you help me to build self trust and self leadership and self coaching skills?”
- **About their ability and willingness to customize and adapt to your unique needs:** “If two clients have the same issue, do you give them the same solution? Why or why not?”
- **For the values that are most important to you (e.g. human rights issues):** “Where do you stand on [TOPIC]?”

You are now ready to get out there and hire a coach that's the best fit for YOU!

Do you want **Personal Fulfillment Coaching** (e.g. life coaching, mindset coaching, working through internal bottlenecks, building your intrapersonal skills), **and/or Solopreneur Success Coaching** (e.g. personality-based productivity, anti-hustle lifestyle business model best practices, practical and customized strategies)?

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