

7 SECRET STEPS used by
**AMAZING
COACHES**

Author: Sharon Jurd



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E-Book Edition

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AUTHOR

ACKNOWLEDGEMENTS

I want to thank all of the people who have coached with me. You inspire me to be a better coach each and every day.

I want to thank my SMJ Master Coaches. You are amazing business owners, entrepreneurs, speakers and coaches. I'm so grateful that you have chosen me to be a 'dot on your timeline' in your journey.

I want to thank Marcus Kroek, my first coach. We coached together for many years through a number of businesses and life events. You never once let me down.

I want to thank my PA Diana Richmond. You have helped me grow my business, seen my struggles, celebrated with me in my successes and have been the utmost professional. I'm so glad you are helping me change people's lives.

John my husband, thank you for allowing my coaching clients to share in our stories and our life.



INTRODUCTION

In 2004 I opened my first real estate office in a small country town of approx. 15,000 people. I was a single mum and doing business all alone. A couple of years later I went to a networking breakfast and for the first time heard about Coaching. I never, ever thought about having a coach. That was for athletes, that was for sports people. How would a coach help me? **My interest was sparked.** So, I took the opportunity to have the ‘free’ consultation to see if coaching “*was for me*”. At this point I didn’t even meet a coach these were sales guys. Which was fine they would allocate me an appropriate coach. My first question was “*Does he know anything about real estate?*” Their response was “*It’s best he doesn’t because he will ask better questions and look at your industry in a different light.*”

I was in!

My very first coaching experience had begun. Now my business wasn’t bad, you can always do better right? But my business was now moving at a faster pace than I thought possible. Implementing goals and achieving them happened so much faster. I had clarity on where I was heading. Marcus Kroek my coach brought his ‘A-Game’ he knew exactly how to coach me, he knew exactly what motivated me, he knew exactly what pace I needed to be working at. Now Marcus wasn’t like me, he drove a car with wood grain – I tormented him about this constantly. I told him that’s a sign of an old man’s car. But I loved that his thinking was different, the way he looked at things was different, he got me to see things differently. I then began to do things differently. Now there is a lot more to coaching than this but it was the start of me changing my perspective of what coaching was.



During my coaching with Marcus he would say to me “You would make a great coach” I would just laugh and basically ignore the comment. What makes a great coach is that they can see potential in you already which you may not. Marcus did.

Fast forward 8 or 9 years, my coaching business began. I didn’t dive straight in it was a process of my self-belief, systems and processes and accelerated learning leading to what I do today.

I am the founder of SMJ Coaching Institute and help coaches and speakers all over the world to grow themselves and their businesses. I absolutely love what I do and want to share this with as many people as I can to allow them the opportunity to fulfil their goals and dreams and help many others do the same.

In this book you will find the 7 steps of coaching I use every day in my coaching business and I share with my SMJ Master Coaches. I know this is a great system to follow allowing you to achieve great results for your clients.

PS: Who would have thought all those years ago Marcus was right? Marcus you were right, you saw something in me that I didn’t and that is a great example of a wonderful coach.

Sharon Jurd



What makes an amazing coach?

It is important before we jump right in, we need to ask ourselves what makes an amazing coach? Now I have asked this question many many times in my training rooms and everyone has their definition based on their model of the world and internal representations. Based on all of the feedback I have received and my own experiences, I have collected a number of attributes which I believe makes up what most identify as being an amazing Coach.



In no particular order:

Creates Relationships



As an amazing coach you must know how to build rapport with the client immediately. That client must feel comfortable with you as soon as possible. They have to feel trust to share with you the absolute truth. If they are not being honest with you or with themselves it is going to make for difficult coaching. This relationship definitely does not mean a friendship. Let's be clear as a coach you are not their friend. You must remain the expert, the leader and the most dominant. They are paying you for coaching, be a coach. They don't pay to have another friend.

Yes, friendships will and do develop I have coached people who have remained life-long friends but that relationship changed with time after the coaching sessions were finished.



Active Listener

Coaches must hear what is really going on with the client. You have to get to the root cause of their problems. Most of the time the client will come to you with a presenting problem but this is not the root cause of their problems. I have many clients come to me wanting a marketing plan, it is never a marketing plan! I recently coached a couple who are in business together (they came to me for a marketing plan) and after 6 sessions the gentleman said to me “We are 6 sessions in and we haven’t once talked about our business, yet business is booming!” What we were working on was their relationship, values, rules and their own self beliefs. If you are actually wondering, yes, we eventually did a marketing plan.



Has Compassion and Empathy



A coach does not have sympathy. This is totally different. Having compassion and empathy is to firstly understand and share the feelings of the client. It means to show kindness, be thoughtful, be caring and decent. A coach must have a desire to help others. Sympathy is the reaction to the feeling of distress or the need of another, this is not a coach. A coach holds their poise and does not react ie: get emotional *with* the client.



Willingness to Help Others

If you are in it for the money – get out! Is coaching a profitable business? Yes! But if you are driven by money, and at the same time, do not have a genuine care for your clients, you will definitely not succeed for too long. I have seen some, not so great, coaches believe that they can charge a client a huge coaching fee and treat it like a coffee catchup without giving massive value and without helping the client to build forward momentum. As a coach you have a responsibility to deliver to the client a coaching style that they need to produce massive results.



Ability to Ask Quality Questions



This is considered super important. Most times clients have not considered a situation or belief in a certain way until the coach asks the right question. As a coach you must have the ability to ask not only a quality question but to ask it at the right time. In my 'Grow Your Coaching Biz Workshop' I share with the attendees all of the quality questions you should be asking with almost every client.

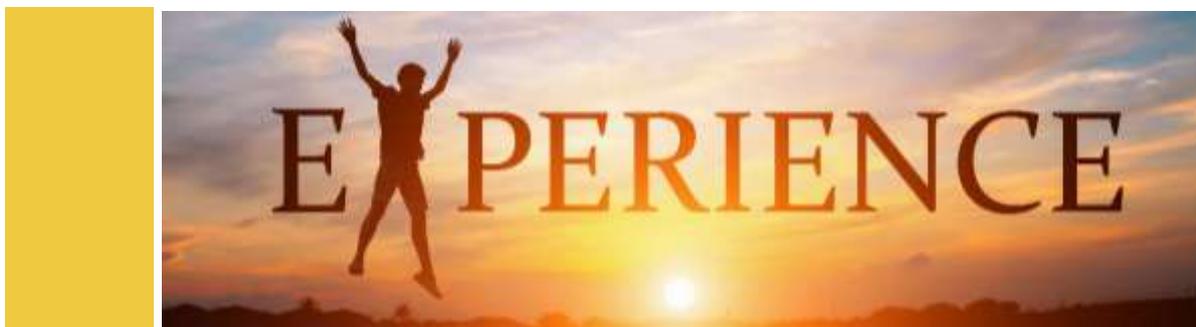
If you want to find out more about my Workshop go to www.coaching.sharonjurdevents.com.au



Life Experiences

When I say *'life experiences'* I do not mean to be an amazing coach you have to have a load of negative things happen to you or you don't have to have even worked in the same industry as your client.

What I am saying is that as a coach you have had many life experiences – even if you are very young. What you need to be able to do is draw from those experiences to enhance your coaching. Business is business and every industry has the same challenges, they may just look a bit different, sometimes disguised in industry jargon. It's the same in life! Sometimes the experience may seem different but most times it is the same. For example, someone might be dealing with guilt...now guilt can show up in all sorts of circumstances. But it is still guilt. As a coach, being able to draw on your own experiences and being able to draw on other client's experiences allows you to utilise these experiences to help your client. I have trained coaches who have never owned a business before (they now own a coaching business) coaching directors, managers and executives in business and corporations. *As a coach you are not coaching businesses you are coaching people who have real life experiences.*



Wants a Better Life

As an amazing coach you want a better life for yourself, your family, your friends, your clients...and the list goes on.... You, as a coach, need to have a belief that in every coaching engagement it is a **win-win situation**. Everyone will have a better life. You must be paid what you are worth for your services and the client must receive more value than they expect for their payment. Your client will not have a better life if you give them your services for free. I will say it again, your client will not have a better life if you give them your services for free, and neither will you.

Now there are times where you will do coaching for free as your way of giving back to a charity or the like and I applaud you for doing this. I am a big believer of giving back. I have been told many times I “*give too much*” I don’t believe this is possible, but I never not charge what I am worth. In fact, I charge more than most and teach others how to do this. There is a difference.

I want to talk to you about charging what you are worth, as I talk to coaches all the time that are not charging correctly. Firstly, when I started, I charged a very low coaching fee and I found a few of things were common;



1 My clients didn't turn up or were disrespectful to the coaching program.

2 They didn't listen to advice, suggestion or direction. Now I know, as I am sure you do, that coaching is not a 'telling' process. I am not saying that when I told them to do something they didn't, what I am saying is that they would commit to a task and then wouldn't do it or do it half-heartedly. They would continue to do things that they used to do.

3 They would not open themselves up to another way of thinking or doing. They would expect change without change. So, I started to increase my prices and as I did, I attracted better clients. The saying "*The more they pay the more they listen*" was absolutely true. The higher paying clients wanted to change and would do anything to make that happen. They were excited to change because they realised what they had been doing previously was not working for them.

I wanted to share with you a story. A few years ago now, I went to buy my first treadmill. I saw one advertised in a flyer for \$300. So off I went to the local sports shop. I walked in and chatted to the young sales guy and explained that I wanted to purchase the \$300 treadmill. This sales guy was good.



He started to ask me some great questions about how I was going to use the treadmill like how often etc; he then asked me “*where are you going to set it up at?*” My answer was “In the garage” he said “*Oh then you need this \$1200 treadmill*” My reaction was “**What?**” he explained “*If you are going to set it up in the garage, with the \$300 treadmill you will use it heaps at first but your attitude will be “it’s only \$300” and motivation will decrease pretty quickly. If you buy this \$1200 one you will be more motivated to get out in the garage and get your money’s worth out of the treadmill*” I said “*You are right!*” now I said this guy was good. Was this really true I do not know, but for me, I used that treadmill for about 10 years until it actually died because my attitude was “*I have to get my money’s worth out of this thing*”. Funny story I know but it’s very relevant to coaching. A lot of clients when paying you a fee that stretches them financially, they will want to get the most out of your coaching together, and not just use it light heartedly. You will find that they will; tend to be more focused, committed to the process and really do their very best to succeed.



Are Being Coached Themselves

My belief is that everyone needs a coach. That includes coaches. I have a coach and I encourage all of my SMJ Master Coaches to have a coach. You must practice what you preach and utilise coaching to enhance yourself and your coaching of others. You must **'walk the walk' not just 'talk the talk'**. If you truly believe that people really benefit from coaching then why aren't you being coached yourself? If you aren't being coached, go get one immediately.

If you want to know more about my SMJ Master Coaches Program or want to find a coach for yourself go to: www.smjcoachinginstitute.com.au



1 DISCOVER

In this first step it is vitally important to ask quality questions. You must get to the root cause of what their problem is not just help them with their presenting problem.

Here are what quality questions can achieve:

- They have the ability to change a person's state from pain to pleasure
- They can tap into their powerful inner resources
- They can create a momentum to move forward
- They can elicit unconscious values and beliefs
- They can induce doubt to values and beliefs that are no longer serving them.

During the discovery stage you must cover off on 4 areas:

1 NOW

This is where you find out what is going on for them right now. You must cover off on all areas including: life, business, relationships, and themselves. During this section they will give you lots of presenting problems but as an amazing coach, you will ask the correct quality questions to delve deeper to find the root cause.



2 PROOF

This section may be a little more difficult for some clients because this is when things get real. **This is where they become completely honest** with you, and most importantly with themselves. This might be the first time they are saying out loud how bad things are right now. You must take them through a process to discover not only how much they are earning (or not earning) but also what emotional costs it is causing and what other consequences may occur by staying at this level.

3 FUTURE

This is when you can get them to really think about the future. What things would look like, how things would be. Sometimes this maybe the scary for some as they just can't bring themselves to imagine so much positivity when they have been living in negativity for so long. They are not sure sometimes that there could be an exciting future but this is an important step in the process to allow them to feel hopeful. You want them to imagine the emotions that an exciting future would hold for them.

4 DESIRE

We change our attention here to focusing on the client themselves. As an amazing coach you want to know if this person truly wants to change and whether they are willing to do **WHATEVER** it takes to make it happen (*we don't suggest breaking the law*). At this point they don't have to know how it is going to happen, that is what you are going to help them with, they just have to have the desire to make it happen. If they are not totally committed then DO NOT coach them. This is one point, as a coach, you can say "I don't think we are a good fit for coaching" if the client is not completely ready for change.



2 MODEL

This is where you need to elicit their model of the world. What are their beliefs, what are their needs, what are their values? You want to know about any Significant Emotional Events (S.E.E.) that have shaped their life. You want to find out how they see themselves, others and the world around them. Asking great questions is so important here because unless you ask you may never find out. Sometimes the client doesn't think certain things are important or relevant at the time to mention. As an amazing coach you don't leave any 'stone unturned'. Sometimes something insignificant can be very significant in the coming weeks/months of coaching. In this section the client may share with you some very *interesting* information that may not be in alignment with your values or beliefs. In my opinion it is not up to me to judge. If this is a problem for them help them with the problem. If not then it's not a problem for you. As a coach, if someone shares something with you that affects you personally in some way please refer them onto a coach that can help them. DO NOT continue coaching them if you are triggered by certain situations they may share. It goes without saying, that if certain authorities need to be notified then do what is necessary according to the law.

It is important to remember in this section to have compassion and empathy NOT pity and sympathy.



3 EXAMINE

In this section we examine the client more closely. We want to know things about them to allow us to coach them in a way that suits them. That's correct, as amazing coaches, we don't coach everyone the same. We coach them the way they need us to. Sometimes we need to give them a 'hug' other times we need to give them a 'size 7' up their rear end. Knowing their D.I.S.C. Profile you will know how much detail to give them, if any. By knowing the Love Languages, you can motivate and encourage them. By knowing their Human Needs, you will know how to fulfil these. As a coach, you need to bring to the table what is going to work best for your client – not for you.



4 RECONSTRUCT

Some say this is the section that major change happens. Change happens in each of these sections though people who use this system and may be right in their beliefs. This is where you *reconstruct* values, beliefs, needs and their identity at a conscious level when certain things are no longer serving the client in a positive way. They may believe something about themselves that is no longer true.

During this reconstruct section I love doing a 3 Step Reset Session.

Step 1

Identify new goals and in what time frame. Break it down into 12 months, 6 months, 3 months.

Step 2

Go through the 4 Stages of Outcome:

1. **Why:** Why must they have this? Motivation? Why is it important?
2. **Cost:** How would you feel if you didn't achieve this goal? Who would you never meet? What would show up in your life? What else won't you achieve?
3. **Results:** What is you get out of it? What other things would turn up if they receive this goal? Why is important to your family?
4. **Outcome:** What does it look like? How will you feel?

Step 3

What are the top 5 things you could do to achieve this goal? Who could you call? Who could you joint venture with? What else could you do?



5 EXECUTE

In this section I believe you teach your client the most important tool for their future.

They must become Resourceful

You want to teach your clients to be so resourceful so they no longer need you. Yes, that's right! You do not want them to be reliant on you. I never want to keep a coaching client for many years; Why? I want to teach them resourcefulness so they can go and do it themselves. I am not suggesting they will never need further learning, what I am suggesting is that they have tools to overcome problems, find solutions, make the right decisions and be confident in their direction.

This is the only section, as an amazing coach, I suggest that you may want to 'tell' your client what to do. But before you 'tell' them make sure you let them know that you are no longer *coaching* them but are now *telling* them. There is a massive difference and your client must be aware of the difference at the time.



Throughout the Execute Section you will be setting tasks and actions with the client's *buy in*. Never set an action for a client without them giving you the detail. You must make sure your client sees success in achieving the action otherwise they will not complete it. Check in with them, check that they have no reason for the action not to be completed. This is where you will be 'chunking down into the detail'.

Focus on what needs to be done NOW to achieve the goals. If you want to learn more about Chunking up and Chunking down and the amazing outcomes from utilising this tool go to: www.sharonjurdevents.com.au/events and come along to my 'Grow Your Coaching Biz Workshop'



6 CELEBRATE

Celebrate the results, share the wins, build on the wins. Look for the small steps. Sometimes the client doesn't see the successes, they are too busy 'doing', that they easily move onto the next thing very quickly. It is up to you to point out these successes and suggest ways they can celebrate. It might be as simple as a glass of wine with their partner, just clinking glasses together and saying "Well done!" As an amazing coach you will know their personality profile (refer to section 3) and will be able to suggest something that would be important to them. Remember your client may never have celebrated before and they genuinely don't know how to celebrate. Create for them an identity of winning, point out to them every time they have a win. They will soon have a winning attitude.



7 NEXT LEVEL

As your client reaches new stages as an amazing coach you will always have them thinking about the next level. Together you will define what the next level looks like. The client must have clarity on where they are heading? No client should ask the question “What’s next?” if they do you are well behind the ‘eight ball’ You must always be working ahead of where your client is at.

You must sustain the progress. Sometimes a client will progress then hit a plateau of growth, this can be from the coach not utilising tools to sustain their growth. The coach should also build momentum for the next level. The client must be ready well before they move towards the next level. Resources, money, beliefs and clarity to name just a few things that have to be in check to have the momentum to move forward. The person who is earning \$100,000 does not have the same mindset as a person earning \$100,000,000. As their coach you must get your client ready for what is about to come.



SALES OF COACHING

I have heard many times from coaches this sentence

“I cannot sell”

let me say one thing here.

“YES YOU CAN!”

When you believe that you can't *sell* then you won't – simple.
If you believe that you can't *sell* then how do you coach your clients to *sell*?

People get too caught up in what 'selling' is. I have been in sales all of my working life but never felt like I 'sold' a day in my life. I was in Real Estate for many years and is still didn't feel like I was *selling*.

If you are one of these people who believe you can't *sell*, I want to put it simply here for you – don't!

This is what you need to remember you have a service that can change someone's life. If you don't truly believe this, find another industry to be in. If you do, simply tell people about your passion. When you hear someone with a problem simply suggest that you can help them with a solution.

Have a genuine conversation with people. Show them sincerely that you want to help them. You definitely don't have to go into full 'selling' mode.



Here are some selling tips of mine:

1. **Don't be desperate** – clients can *smell* desperation and don't want to work with desperate people.
2. **Never discount** – NEVER, EVER! I suggest to add value but never underestimate your value.
3. **Hold your Posture** – people will want you to discount, do coaching on a day you don't normally coach, want face-to-face sessions when you do telephone coaching (which I suggest to do). They will want 2-hour sessions instead of your normal 1-hour session. My suggestion is to hold your posture and know your system of coaching works and stick to the system. You must stay in control and be the most dominant person. This is not ego it is posture.
4. **Don't sell from the back of the room** - If you are a speaker or you are attending an event and someone approaches you at the back of the room and asks for information about coaching with you. Don't discuss it there. This is not the time to 'sell', simply let them know you can help them and make a more suitable time to call them the next day to discuss in private.
5. **Get referrals** – let others 'sell' for you. Referred clients are often the best clients to work with they usually pay what you are worth, they are invested to change and will participate in coaching 100%. There are so many positives of having people referred to you – way too many to list here but you already know what they are right?



CONCLUSION

My belief is:

“If they are in front of you, they are READY to be COACHED”

If they are asking you questions, making time to meet up with you, stalking you online then they are ready. It is your obligation as an amazing coach to show them that you have the solution they are looking for.

There are people out there looking for an answer to their problem, they are wanting to change their life, they need help. You are the person for them they just don't know it yet.

It is time for you to step up and do what you said you were always going to do – help people.

Don't let them down when they need you the most.



IF YOU WANT TO LEARN MORE, YOU HAVE SOME CHOICES

- 1. Go to my website:**
www.smjcoachinginstitute.com.au/events and join me at one of my live events. I would love to have you in my room and have some fun while learning real-life, hands-on techniques.
- 2. Go to my website:**
www.smjcoachinginstitute.com.au/discoverysession and request to spend a FREE 30-minute session virtually with me personally. At the end of our conversation I will guarantee you that you will know what your next step will be.
- 3. Go to my website:**
www.oneononecoaching.sharonjurdevents.com.au if you are serious about taking your life to a level you never thought possible. If you want to work privately one-on-one with me and move forward at a dramatic pace, I would be excited to work with you.





Sharon Jurd

**Entrepreneur, Author, Speaker,
Business Mentor and Success Coach**



Sharon is a highly respected International best-selling Author as well as a seasoned Business Executive, Entrepreneur, Growth Strategist and Success Coach.

She is passionate about helping people grow their business faster than the competition by giving those business owners financial freedom, and the choice to live the life they deserve.

Sharon is qualified and recognised as a leading business coach, licenced business agent, licenced real estate agent, licenced auctioneer, licenced stock and station agent and she holds a diploma in business and franchising.

Sharon's passion for peak performance and creating success started just 6 months after she opened her first real estate office as a Century 21 franchisee where she obtained a 72% market share despite having six major well established competitors. Within the year, Sharon had opened her second office and quickly became a major player in that market place too – as the youngest single female director within the organisation.

After dominating in this area, Sharon went looking for a new challenge and sold her successful awarding winning real estate offices.



Sharon is the director of her own franchise network “HydroKleen Australia” and grew it massively in just 2 short years making it the leader in its field.

Her professional achievements have been recognised by her winning over 36 industry and business awards such as Franchise Business of the Year, People’s Choice Award, Chamber of Commerce Business of the Year, Gold Coast Business Excellence Award - Emerging Business and Merit Award for Franchise Women of the Year NT/QLD and Australian Franchise Woman of the Year, just to name a few.

For more than 20 years, Sharon has worked, travelled, consulted and taught internationally, speaking to and motivating thousands of people in Australia, New Zealand, England, France, Italy, United Arab Emirates, USA, and Canada on how to create wealth and financial success.

Sharon’s achievement and motivational programs plus articles published in newspapers and magazines nationally and internationally, have made her a sought-after speaker and consultant on the international stage.

She is the international author of the book “How To Grow Your Business Faster Than Your Competitor – *The Secrets to Freedom and Success in 5 easy steps.*”

Sharon is a member of many professional bodies and associations including Franchise Council of Australia and Women in Franchising.

She lives in Queensland, Australia with her partner John.



If you would like to connect with Sharon socially go to the links below.



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