4 Mistakes New Coaches Make and How to Avoid

There has been a boom in the professional coaching industry recently and it's easy to see why. The number of people now joining the workforce and taking entrepreneurial initiatives has surpassed the number of each of these we'd see in the past by a large amount. This could be owed to [cultural changes](#) (where women have become more than just "home-makers"), advancement of technology, and easier ways to earn startup money.

Of course, this is good news for professional and career coaches who would want a larger pool of potential clients to look forward to. However, when it comes to competition faced by others coaches, it can be quite challenging for even a trained and highly professional coach to build his business from scratch.

One of the best ways to ensure that you're moving forward rather than stunting your growth is to avoid the four biggest mistakes life coaches make. Here's what you need to watch out for:

1) **Expecting to be paid a fortune:** First of all, don't sign up for the gig just because you think it will pay well. Sure professional coaching is a well-reputed and rewarding career. But usually, the real reward comes long after you have built a firm foundation of your business and have had amazing experiences with most of your clients.

   How to avoid: Start simple and slow. Base your charge on the going rates for professional coaches with your level of qualification and experience. Remember that professional coaches add on to their credentials with more and more experience. Don't forget that it can take some time to move towards the steep part of your learning curve before you finally plateau.

2) **Not specializing:** This is another big mistake professional coaches can make at the start of their career. What type of coach you want to be can greatly affect the type of clients you look after and how much you get paid.

   How to avoid: Select your area of expertise (life coach, career coach, business coach, etc) so that you can easily translate that into your marketing strategy. Your focus will also give you direction when it comes to additional qualifications, education, and type of training required.

3) Doing most of the talking:

This one not only destroys the purpose of the coaching, but also destroys your potential to resolve client's issue effectively. Never, ever interrupt while a client is talking and always wait your turn. Remember, your client has all the answers. Your job is only to guide the client speak out their own answers.

How to avoid: Always give your clients enough room (and time) to voice out their feelings. A lot of career coaches adopt the 80/20 rule to do their job right. This means that the client gets to speak 80 percent of the time and you get to speak only 20 percent of the time.

4) **Forgetting that you need a coach too:** Granted, career coaches learn a lot with experience. However, that doesn't mean that they shouldn't brush up on the coaching rules every year or think about how to add to their training every once in a while.

   How to avoid: If you want to grow, you need to believe that your *learning is never finished*. Attend seminars or training programs that will add to your credentials. You can also work with other great and experienced coaches and see how they operate (like mentorship) or invest in books (i.e. self development) that could add to your coaching skills.

Conclusion:

Learning how to educate and grow yourself is the central to being a successful coach. Make sure you take time out for yourself as well to reflect on what you need to be doing, correcting, or

changing to be that person who can see through the eyes of others. And whatever you do, never give up!

By Line:

Rochelle Ceira is an experienced educator and a consultant at a startup that provides architecture dissertation editing and proofreading services. She enjoys helping learners find the right path to their career and succeed in every aspect of their life. She's also a blogger and enjoys writing education blogs.