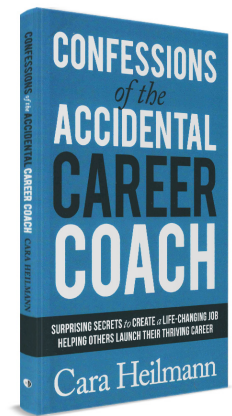


Confessions of the Accidental Career Coach

Surprising Secrets to Create a Life-Changing Job
Helping Others Become Who They Are Meant to Be

by **Cara Heilmann**



Contents

The Coaching Business
Page 2

Helping Your Clients
Achieve Their Dreams
Page 2

Hanging Your Shingle
Page 3

Client Onboarding
Page 3

Managing Fear
Page 4

THE SUMMARY IN BRIEF

Do you have what it takes to be a career coach? Do you have a burning desire to help others find their dream jobs? Does helping others become who they're meant to be sound like your dream job?

In *Confessions Of The Accidental Career Coach*, successful coach Cara Heilmann pulls back the curtain, revealing what it really takes to succeed. Many would-be career coaches never get off the ground because they lack a practical understanding of what it means to help other people find their true path.

Launching a successful business as a career coach requires a firm understanding of the principles laid out within this book.

IN THIS SUMMARY, YOU WILL LEARN:

- The two essential components—or layers—of any coaching business.
- How to help your clients optimize their application process to increase the odds they'll land their dream job.
- How to help your clients make the most of an offer.
- How to onboard new clients, avoid trouble clients and optimize your odds of landing the sale.

The Coaching Business

There's been a major shift in the way we see coaches as a society. These days, having a coach isn't something a person has to hide. Consider this: we have personal trainers who help us improve our athletic and mental skills. We have music teachers who help us learn an instrument. Indeed, many companies now hire career coaches to help their own employees find other jobs within the company.

Many Types of Coaches

Life coaches work with their clients to help them in all areas of their lives. Meanwhile, business coaches work with clients to help them grow their businesses. Executive coaches, on the other hand, work with clients to enhance and develop leadership and management skills. Spiritual coaches work with clients to identify a spiritual direction.

The bottom line for the budding career coach is that there's never been a better time to hang your shingle.

The Layers of the Career Coaching Business

In order to be a successful career coach, you'll have to master two different skill sets. This is like two layers of a cake.

The first is the art of helping your client transition to their dream career. To achieve this with finesse, you'll need to learn how to prep clients for interviews. In addition, you'll help them polish their resume and other essential documents—these documents are collectively known as their dossier. You'll also teach them how to handle calls like a pro, negotiate with prospective employers and much more.

The second layer is the management of your new business.

Running Your Business

To successfully run your career coaching business, you'll need to know which type of business to form, how to set up your website, what to name yourself and how to market yourself. These technical aspects of running a business can seem quite overwhelming at first. It's best to consider each element one at a time before taking action so you have a clear understanding of the overall process.

Helping Your Clients Achieve Their Dreams

In order for your client to find their dream job, they'll need a stellar résumé, a great cover letter, a strong online profile

and adequate networking. Collectively, these documents and assets make up your client's dossier. Often, a job seeker will hop on a call without these documents at the ready. This can put them at a severe disadvantage.

The Résumé

The résumé is the most important part of the dossier. While there is a bit of science in the form of solid writing skills, most of it is an art. The way the words lay on the page is just as important as the words themselves. In fact, the design is half the résumé because résumé expectations are driven by the norms of the industry.

Handling a Call from a Recruiter

Time kills all deals. Your client's number one task when job hunting is to pick up the phone every single time it rings. It doesn't matter what they are doing or where they are. It is imperative that the client pick up the phone. Recruiters want to fill positions quickly because there's a lot that can go wrong. By the time a recruiter is ready to screen candidates, they'll have a stack of ten that look promising. After they go through the résumés, they'll probably talk to four of the ten. It's likely they'll only like two of these.

It is crucial, therefore, that your client makes themselves available to take calls during business hours.

Note that if the recruiter puts the salary question early on in the conversation, they're seeing if they can afford the candidate. Your client should not avoid this question or attempt to dodge it as recruiters find this extremely irritating.

If your client is below the market, did their organization not provide raises? Was it a start-up? If they're above the market, was it a company in a really tough industry? Is it an unpopular industry? You'll need to know the answer before your client is ready to take calls from recruiters.

Finally, recruiters expect to be asked a few questions during the call. For this reason, encourage your client to come up with 10 questions of their own. Asking questions at the appropriate place in the call will convey your client's curiosity and enthusiasm.

The All Important Offer

The onsite interview is where the rubber meets the road. This is where your client puts on their very best performance. Once they've aced the interview, ask your client to write a thank you email, but have them send it to you first. Are they reaching out to the hiring manager or recruiter with a sense

of thanksgiving and gratitude, or from a place of scarcity? Are they expressing gratitude, or are they trying to sell?

Even if you feel your client is close to receiving an offer, remember that deals fall through quite easily. It's best to help your client fill their funnel until an offer is accepted. Remember: until the company representative is discussing a starting salary and a start date, it may not be an offer.

At this phase, your client should inquire about specifics, such as compensation, benefits and start date.

Finally, encourage your client to ask, "Is there anything else? Any other benefit I forgot to ask about?" Once your client has the information—the details of the offer—they should ask for time to consider the offer.

The Ask

Keep in mind that each person is different. Possibly, working in a field that lights their heart, working from home, having zero commute or an amazing boss could mean more to them than extra cash. Therefore, it's important to factor these variables into your calculations when considering salary. The goal of this process is to come up with an ask.

You can have multiple things on that list, but when you ask the company, ask only once. Note that it may well take some back and forth to reach a final agreement. Nevertheless, you want to put it everything on the table at once.

The goal is to have data to support any request your client makes. For example, if your client wants a different title than the one on offer, they need to be able to state why. If they want a higher starting pay, they should have a solid justification. Your client should talk with you and review these items ahead of time so that they feel comfortable with their justifications.

Even if your client is happy with the offer as-is, it's still best to have an ask. The reason for this is two-fold:

- Their future earnings with the company will be partially based on their starting rate. The higher the base, the more money they'll earn over time.
- They may be expecting your client to negotiate, if your client doesn't, they've left money on the table.

Hanging Your Shingle

The narrower your niche, the more successful your business will be. Think of your niche as the type of client you want to

serve. Your niche differentiates you from other career coaches. Moreover, it allows you to specialize. For an example of niche, consider a career coach who only works with veterans. Another example: a life coach who only works with widows.

When considering niche, factor in your own knowledge and preferences. Don't pick a niche solely because it sounds like it might be profitable. Do you have a passion for serving these individuals? This way, when you find your niche, you'll be more of an asset to your clients because you'll be uniquely prepared to help them solve their problems.

Finding True North

Once you've identified your niche, write your True North statement. Think of True North as the direction in which your goals and dreams lie. What goal can you set right now that will help you move toward success? Examples:

- Help 10,000 individuals in the military translate their skills to civilian jobs by 2023.
- Touch 250,000 people by finding jobs they love by 2023.

Identifying your niche will make you a more effective career coach because it focuses you. That is to say, writing your True North statement will light a fire under you to help you reach your goals.

What's in a Name?

If a name for your new business does not immediately come to mind, you can use your first and last name and tag on 'Career Coaching' or 'Consulting' to the end. Your name becomes your brand, and that is the strongest and most effective way to start. It's also the most cost effective way to start.

Statement of Work

A statement of Work (S.O.W.) protects you. It outlines how you will meet the client's expectations and it outlines your expectations from the client. At a minimum, always discuss the client's expectations prior to starting the engagement.

Client Onboarding

Start each strategy call with a very short period of pleasantries, and then get right into the conversation. Set expectations early by telling the potential client how the conversation will flow. This will increase the prospect's confidence in you, and it helps keep the conversation on track. This can also serve as a useful filter. If a client pushes back against you taking the

lead, it's quite possible they're not a match for you.

Get Them to Open Up

The next step in the client onboarding process is to understand their dream come true. What is their dream job, career or position? Give the prospect time to talk here. This process should take at least 15 minutes. Gently probe until you have a clear idea of their dream come true. Next, ask pointed questions so you can determine their strategy thus far.

Communicate Your Value

Once you understand their goals and how they've tried to achieve those goals thus far, make it clear to the client how you can solve their problem. It's best to put this in their own words. Use their terminology. You can think of this as a handshake of sorts.

When you begin to use their words, you connect with where they are. Avoid using your own terminology. For instance, don't say 'however' if they say 'but.' Using your terminology here may intimidate the client, and it positions you further away from them.

Next, talk about ideas—solutions to their problems. Describe the benefits of coaching. Example:

"I can help you get unstuck. I can help you get clear. I can help you create documents that highlight your skills."

Empower

Your prospect is stuck and wants to get unstuck as soon as possible. You have the space to support them right now, but that may not be the case tomorrow. Ask for payment over the phone within a very short period of time. The longer

someone delays taking this crucial step—handing over their credit card information—the easier it is to talk themselves out of taking that step.

Managing Fear

Starting a business can be a scary thing. When faced with mounting bills after having just put your new shingle out as a career coach, it is easy to just go get a job instead.

This is the amygdala talking. The amygdala is an almond-shaped part of your brain's limbic system. Its purpose is to scan the environment and alert you to potential dangers. But if left unchecked, your amygdala can hinder you—and it can hinder your clients.

Once you know your prospect's professional and spiritual background, you'll know how to address this appropriately. Some might respond well to talk of the so-called 'Negative Nelly.' Others might prefer the anatomical term amygdala. Still others may prefer terminology like 'negative energy.' Whatever the case, it's important you know how to help your client calm theirs.

You can use your extensive experience to help others find their dream jobs while generating substantial success yourself. Through careful client onboarding and savvy coaching, and by remaining calm under pressure, you too can find unbridled success as a career coach.



Cara Heilmann has helped over 700 people get jobs they love. Prior to, Cara was VP and executive of talent acquisition teams for large national and international companies—ARAMARK, Kaiser Permanente®, Baxter Healthcare—and small to mid-sized firms. Cara is a best-selling author of *The Art of Finding the Job You Love*, and co-author with renown Brian Tracy of the best-selling book *Ready, Set, Go!* Cara consults at companies to build internal career coaching teams that both manage recruiting and reductions to retain talent by redeploying them within their own organization.

Confessions Of The Accidental Career Coach: Surprising Secrets to Create a Life-Changing Job Helping Others Become Who They Are Meant to Be © 2020 Cara Heilmann. Summarized by permission of the publisher, Morgan James Publishing. 142 pages, ISBN 978-1642795912 Summary copyright ©2020 by Soundview Book Summaries®