

# New-fangled coaches even playing field

By ANGELA GONZALES  
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"OK, class, let's go around the room and take roll," says the instructor of Coach University.

Katharine Halpin, a certified public accountant and second-year student, checks in from Phoenix, followed by her classmates from all over the nation.

The students are on the telephone, taking a two-year course to become coaches.

But these aspiring coaches won't be kicking balls around and doing push-ups. They are training to coach professionals and entrepreneurs on how to achieve their personal and profes-

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# 'Coach' helps business people score big

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sional goals.

Thomas Leonard, president and founder of Coach University, said by 2000, it will be as common to have a coach as it now is to have a personal fitness trainer.

"Coaches develop a personal relationship with their clients that is very different from the relationship people have with a consultant, therapist or even a friend," Leonard said.

A coach is a confidential, nonthreatening voice saying, "Are you really doing what you want to do? What have you done this week to accomplish your goal?"



**Katharine Halpin**

has been more interested in people than in numbers.

"It is such a rewarding way to make a living," Halpin said. "I get energized from my clients and from coaching."

About 1,000 coaches are helping people all over the country with their personal and professional goals. More than half of them have been trained by Coach University, a virtual reality class taken over the Internet and the telephone.

It costs about \$2,500 for the two-year training program. Coach University requires each student to get five clients quickly because "the best way to learn is to do," Halpin said.

Halpin calls herself a money coach, using her financial background to help

clients meet their financial goals. "I do not do financial planning, but instead coach my clients on how to find a financial planner that will meet their needs," Halpin said.

Sue Gilmore, also a Coach University student in Phoenix with only two classes left before she graduates, said her target market is attorneys. "Attorneys often have a lost connection with their dreams," Gilmore said. "I want to help them reconnect with their dreams and also to develop a balanced personal and professional life."

She just realized this summer that she wanted to target attorneys after taking one of Coach University's classes on finding a target market. Gilmore and a classmate, Thom Politico, in Naples, Fla., are hooking up to write a newsletter for attorneys via facsimile.



**Sue Gilmore**

"We both found we had a desire and a value about working with attorneys," Gilmore said. "Working together offers us support, a source of accountability, and there's a synergistic effect of working with someone else on a project."

Gilmore and Politico talk on the phone for an hour every week, strategizing about what they want to offer attorneys.

Gilmore also offers a workshop each month to give people a taste of what coaching is all about. Called the "Irresistible Attraction Workshop," the next day-long session is scheduled for Aug. 24 in Phoenix. Those interested in reserving a spot can call 955-0615.

The workshop is designed to teach peo-

ple how to create sustainable success, Gilmore said. "We all attract something," she said. "It's a matter of what we attract."

One man came to Gilmore's workshop saying he had achieved everything he ever wanted to achieve. Problem was, he had another half of his life to live with no goals or aspirations in an empty future.

He wanted Gilmore to help him design how his future would look.

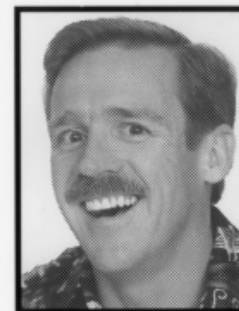
The first step to becoming irresistibly attractive, Gilmore said, is to strengthen your personal foundation. "Just like your home has a foundation which supports it properly, so do humans require a personal foundation which includes 10 primary components," Gilmore said.

One of Gilmore's clients is Sandi Howlet, a coach herself. "I'm self-employed and the biggest gain for me is it gives me someone to check in with on a regular basis and someone to help keep me on track and acknowledge my wins for me," Howlet said. "Also, one of the things I really appreciate is she's an objective third party for me to bounce ideas off."

Howlet's business is working with corporations to do training, speaking and coaching. "My coaching comes into play by helping the organization grow and develop through strengthening the individual team players," Howlet said.

One of the first students to graduate from Coach University is Jeffrey Raim, who is moving this month from Tucson to Angel Fire, N.M., where he is building a mountain home as a base for his coaching business.

Like the other coaches, he can link up with his clients via phone, fax, Internet and Email, which means he doesn't have to drive anywhere to earn an income.



**Jeffrey Raim**

that should be present in our daily affairs."

People who hire a coach are successful in their careers, but then run into a ceiling where they run out of ability, time and energy to be more successful. They've lost their vision and find that they're working harder but not going forward, Raim said.

"I help them get out of their own way, and get rid of the clutter," Raim said. Once they are more balanced in their lives, their vision and energy comes back, he said.

"I give a lot of support and unconditional love," Raim said.

Raim said he has about 30 or 40 clients at a time, talking to each of them twice a week.

Coaches' fees range from \$150 to \$500 a month. Gilmore said she charges about \$300 a month. Raim said he charges \$400 a month, which means he can make \$16,000 a month, or \$192,000 a year, chatting on the phone with clients.

All of Raim's telephone time with his clients is reserved for Mondays and Tuesdays, which gives him freedom during the rest of the week to do pretty much whatever he wants.

"I have a life," Raim said. "I have the freedom to pick my son up from school."

"My coaching grew out of my own struggles in making my business and my personal life work for me," Raim said. "I work with my clients to focus their intentions and to reduce and eliminate the struggle that takes away the joy and satisfaction