

PROCOACH ACADEMY



COACH CASES

**50+ REAL LIFE COACHING
EXAMPLES**

**Written by
Leonhart Laponnel**

LEONHART LAPONNEL

Coach Cases

*50+ Real Life Coaching Cases to Improve your
Coaching Practice*



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Introduction: Making These Case Studies Work for You

Every coach has that moment. The one where your client throws you a curveball that no amount of training prepared you for. Maybe they're brilliant but stuck, sensitive to the point of paralysis, or so dependent on you that they've memorized your coffee order. Whatever the situation, you find yourself thinking: "Now what?"

That's exactly why this book exists.

The Power of Real-World Learning

These aren't hypothetical scenarios crafted in a classroom. Each case study comes from the trenches of real coaching practice, where theory meets reality and sometimes explodes on impact. They represent the kinds of situations that make coaching both challenging and incredibly rewarding.

But here's the key: These cases aren't meant to be prescriptive formulas or rigid scripts to follow. Instead, think of them as seasoned coaches sharing their hard-won wisdom over a cup of coffee. They offer different approaches and perspectives that you can adapt to your own style and situations.

How to Use This Book

Start with Recognition

Each case begins with clear signs and signals that help you identify similar patterns in your own practice. Learn to spot these patterns early, and you'll be better equipped to handle them before they become challenges.

Study the Strategies

Pay special attention to the multiple approaches offered in each case. Some will resonate with your coaching style, and others might challenge your assumptions. Both are valuable. The goal isn't to copy these strategies exactly but to understand the principles behind them and adapt them to your unique situation.

Practice Integration

After reading each case:

- Reflect on similar situations you've encountered
- Consider how the strategies might have helped
- Think about how you could adapt them to your style
- Identify one approach you'll try in your next session

Build Your Toolkit

Create your own "coaching playbook" by:

- Taking notes on what resonates most strongly

- Writing down key phrases that feel authentic to you
- Developing your own variations on the strategies
- Keeping track of what works (and what doesn't) when you try them

The Art of Adaptation

Remember, every client is unique, and what works brilliantly with one might fall flat with another. The real skill is in learning to read situations accurately and adapt these strategies accordingly. Think of these cases as a starting point for developing your own coaching wisdom.

A Living Document

Consider this book a living document. As you read through these cases:

- Add your own notes and observations
- Document your experiences trying different approaches
- Write down questions that arise
- Keep track of your successes and learning moments

The Bigger Picture

While each case stands alone, together they paint a picture of what masterful coaching looks like in practice. They show us that:

- Even experienced coaches face challenges
- There's rarely one "right" way to handle a situation
- The best solutions often come from understanding principles rather than following rules
- Flexibility and authenticity matter more than perfection

Getting Started

Begin by reading through all the cases once to get a broad overview. Then go back and study the ones that most closely match challenges you're currently facing. Pay attention to both the specific strategies and the underlying principles.

Most importantly, give yourself permission to experiment. Try new approaches. Adapt the strategies. Learn from what works and what doesn't. That's how good coaches become great ones.

Remember: The goal isn't to memorize solutions but to develop your capacity to handle whatever coaching throws your way. These cases are your guide to doing just that.

Coach Case #1: When Your Client is Stuck: A No-BS Guide

Ever had a client who's spinning their wheels? You know the type – nothing works, progress is DOA, and you're both ready to tear your hair out? Yeah, we've all been there. Let's cut through the fluff and get real about what's actually happening.

The Real Reasons Clients Get Stuck

1. Size Matters (No, Really)

- **The Goal's Too Big:** Your client's staring at Mount Everest when they should be tackling a hill. Break it down into bite-sized chunks. Nobody climbs Everest in one go.
- **The Goal's Too Small:** Plot twist – sometimes the problem is thinking too small. Some clients need a kick in the pants to dream bigger. Small goals = small motivation.

2. The “Should” vs “Want” Trap

Here's the thing about “should” goals – they're about as motivating as watching paint dry. Your client *should* quit smoking, *should* start that business, *should* learn Sanskrit... but do they *want* to? That's the million-dollar question.

Turn those “shoulds” into “wants” or watch them collect dust.

3. The Fear Factor

Sometimes success is scarier than failure. Wild, right? Your client might be freaking out about:

- Losing their comfort zone
- Outgrowing relationships
- Trading the devil they know for the devil they don't
- Actually getting what they say they want (scary stuff!)

4. The Wrong Strategy

If your client's banging their head against a wall, maybe it's time to try the door. Different paths exist - help them find one that doesn't feel like pulling teeth.

5. Environmental Sabotage

Their environment might be working against them harder than your ex at a divorce settlement. Check:

- Friend circle (are they crab-bucket buddies?)
- Daily routines
- Work setup
- Home life
- Energy levels (because nobody crushes goals running on empty)

Quick-Fire Questions to Unstick Your Client

Drop these truth bombs in your next session:

1. “What if we ditched this goal completely - what would you *actually*

want to work on?”

2. “On a scale of ‘meh’ to ‘hell yeah’, how excited are you about this goal?”
3. “What’s the real cost of staying stuck? Not the PR version – the honest one.”
4. “Want a supportive kick in the pants? Because I’ve got my boots on.”

The Coach’s Survival Guide

Set Your Boundaries

Give it three sessions max to get unstuck. After that, you’re not coaching – you’re participating in a very expensive form of procrastination.

Keep It Real

Goals should light a fire under their butt, not feel like homework. If your client’s dragging their feet like they’re headed to a root canal, something’s off.

Trust Your Gut

If you’re more fired up about their goal than they are, pump the brakes. You’re the coach, not their cheerleader-in-chief.

Bottom Line

Sometimes the best way forward is sideways. Or backward. Or scrapping everything and starting fresh. Don’t be precious about the original goal – be precious about your client’s success.

Remember: Stuck is temporary. Unless you let it become permanent.

Ready to put this into practice? Your next stuck client won’t know what hit them (figuratively, of course – we’re coaches, not boxers).

Coach Case #2: The “I Don’t Know What I Want” Client

Because “I’ll know it when I see it” isn’t exactly a career strategy

Let’s get real: Most people claiming they don’t know what they want are actually drowning in a sea of possibilities, paralyzed by perfectionism, or scared to admit what they really want. Fun times, right?

Here’s your battle plan for helping these clients find their north star (without losing your mind in the process).

Start With Values (Because Goals Without Values are Just Expensive Hobbies)

News flash: People who know their values make decisions faster than people who don’t. Why? Because they’ve got built-in criteria for what matters.

Try this with your client:

- “If you had to pick three non-negotiables in life, what would they be?”
- “What makes you angry enough to speak up at a dinner party?”
- “What would you do for free?”

The answers? Pure gold for finding direction.

Redefine Success (And No, We Don't Mean Their Parents' Definition)

Here's a fun fact: Most people are chasing someone else's version of success. Their parents'. Their spouse's. That random influencer they follow on Instagram.

Ask your client:

- "If nobody would judge you, what would success look like?"
- "What's your definition of a 'hell yes' day?"
- "What kind of problems do you *want* to have?"

Clear the Mental Clutter (Because Nobody Can Think Straight in a Hurricane)

Picture trying to spot your dream house through a dirty windshield. That's what it's like trying to figure out what you want while juggling:

- Unpaid bills
- That awkward conversation you're avoiding
- The inbox from hell
- That side project you started but never finished

Clean the windshield first. The view gets better. Promise.

Build Momentum (Because Clarity Comes Through Action)

Here's the secret sauce: Sometimes you need to start walking to figure out where you're going. Mind-blowing, right?

Get your client moving on *anything* they're sure about:

- Want to learn Spanish? Great.
- Think you might like photography? Perfect.
- Curious about meditation? Do it.

Direction creates clarity. Sitting still creates cobwebs.

The Six-Year-Old Test (No, Really)

What did your client love doing at age six? Before report cards, before college applications, before their first soul-crushing performance review?

That kid:

- Didn't care about their resume
- Never worried about work-life balance
- Had zero student loan debt
- Knew exactly what they liked

There's wisdom in that chaos.

Pro Tips for the Coach

When to Push

- If they're stuck in analysis paralysis
- When fear is masquerading as confusion
- If they're waiting for permission to want what they want

When to Back Off

- If they're genuinely exhausted
- When they need processing time
- If they're forcing answers just to please you

The Bottom Line

Your job isn't to hand them a map – it's to help them build their

compass. Sometimes that means asking uncomfortable questions. Sometimes it means sitting in silence while they figure it out. And sometimes it means calling them out when they're playing small.

Because here's the truth: Everyone knows what they want. They just need someone brave enough to help them admit it.

Ready to help your clients find their direction? Grab your metaphorical machete – we've got some clarity to create.

Coach Case #3: The Art of Being Directive (Or Not)

Because Sometimes Your Client Needs a Cheerleader, and Sometimes They Need a Truth Bomb

Picture this: Your client's stuck at a crossroads. They're looking at you with those puppy eyes that scream "Just tell me what to do!" Do you: A) Channel your inner Yoda and ask another profound question B) Give them the straight-up answer C) Panic and schedule another discovery session

If you picked any of these, congrats - you might be right. Or completely wrong. Welcome to the fun world of coaching direction!

The Great Coaching Debate: To Direct or Not to Direct?

Let's address the elephant in the room: Some coaching schools treat giving direction like it's a cardinal sin. "*The client has all the answers!*" they preach from their ivory towers.

Sure. And I have a bridge to sell you.

Here's the real deal: Different clients need different approaches. Mind-blowing, right?

Why One-Size-Fits-All Coaching is Dead (If It Was Ever Alive)

Think of coaching styles like hot sauce:

- Some clients need a drop of Tabasco
- Others can handle Ghost Pepper levels of direction
- And a few need you to be straight-up wasabi – clear their sinuses and their thinking in one shot

Reading Your Client's Direction Manual

Signs they need more direction:

- They're completely new to their field
- Time is breathing down their neck
- They're drowning in options
- Analysis paralysis has set in
- They've hired you specifically for your expertise

Signs to back off:

- They light up when finding their own solutions
- They push back against direct advice
- They're more experienced than you in their field
- They need confidence more than answers

The Sweet Spot: Directed Discovery

Here's a radical thought: What if you could guide without controlling?

gasp

Try this approach:

1. "Here are three paths I've seen work..." (Give options)
2. "Each comes with its own flavor of chaos..." (Share pros/cons)
3. "Which one makes your gut do backflips?" (Let them choose)

Covering Your Assets (Legally Speaking)

Want to sleep well at night? Remember these:

- Always give multiple options (three is the magic number)
- Frame everything as “in my experience” or “what I’ve seen work”
- Document your conversations
- Never promise specific results
- Make it clear the client makes all final decisions

Pro Tips for Direction Detection

Ask These Questions First:

- “Do you want me to be completely straight with you?”
- “Are you looking for options or a clear recommendation?”
- “How direct do you want me to be here? Scale of 1-10?”

Watch Their Response When You:

- Share a direct opinion
- Ask reflective questions
- Give specific advice
- Play devil’s advocate

The Bottom Line

Being directive isn’t good or bad—it’s a tool, like a chainsaw. It’s super helpful for cutting down trees, but it’s less helpful for making sandwiches.

Your job? Build a whole toolkit of approaches. Be the coach who can:

- Ask soul-searching questions when needed

COACH CASE #3: THE ART OF BEING DIRECTIVE (OR NOT)

- Drop truth bombs when appropriate
- Shut up and listen when that's what's called for
- Give clear direction when it serves the client

Because at the end of the day (yes, I used that cliché), the best coaches aren't the ones who stick to one style – they're the ones who adapt to what their client needs in the moment.

Remember: Your client hired you, not a coaching robot programmed with only reflective questions. Give them the full package; just make sure it's wrapped in the right paper.

Coach Case #4: When Progress Hits the Wall

Because Sometimes Your Client's Goals Are Moving Slower Than a Sloth in Quicksand

Let's talk about that moment when your client's progress chart looks like a flat line at a hospital. You know the scene: They're stuck, you're frustrated, and those beautiful SMART goals you crafted together are collecting dust faster than your gym membership card.

First Up: Stop Playing Twenty Questions

Here's a wild thought: Instead of pelting your stuck client with another round of "How do you feel about that?" maybe it's time to:

Dig for the Real Deal

- Skip past the surface excuses ("I'm just busy")
- Dodge the classic deflections ("Mercury is in retrograde")
- Push through the polite barriers ("Everything's fine, really!")

Because let's be honest - there's always a real reason hiding behind the "I just didn't have time" smokescreen. Your job? Channel your inner detective and find it.

Double Down on Support (Without Being a Helicopter Coach)

When progress flatlines, try:

- Bumping up check-ins from weekly to twice weekly
- Adding quick-hit virtual support between sessions
- Creating accountability groups (misery loves company, right?)

Just don't become their personal stalker. There's a fine line between supportive and restraining order.

The Goal Might Be the Problem

News flash: Sometimes the goal just sucks. There, I said it.

Signs it's time for a goal makeover:

- Your client looks like they're chewing glass when discussing it
- Progress is moving slower than a three-toed sloth
- They're more excited about organizing their sock drawer
- The goal was probably their mother's idea anyway

The “No Goals” Revolution

Here's a shocking confession: Some people are allergic to goals. Like, break-out-in-hives allergic. And you know what? That's perfectly fine.

These clients might:

- Get performance anxiety from formal targets
- Rebel against structured planning
- Create better results without the pressure
- Actually need permission to ditch the goal-setting straightjacket

The Values Connection (Because Meaning Matters)

Try this mind-bender: Ask your client to list their top 5 values. Then look at their goals. If there's zero overlap, Houston, we have a problem.

Quick value-goal alignment check:

1. “What matters most to you in life?”
2. “How does this goal connect to that?”
3. “If it doesn’t... why are we doing this again?”

Beyond Goals: The Other Stuff That Actually Works

Remember: Coaching isn’t just about hitting targets. Sometimes it’s about:

- Building a stronger foundation (boring but crucial)
- Learning new skills (yes, even the scary ones)
- Personal growth (without the woo-woo nonsense)
- Having those breakthrough conversations
- Getting real-world advice from someone who’s been there

Pro Tips for the Stuck-Client Whisperer

When to Push:

- They’re hiding behind excuses
- Fear is driving the bus
- They’re closer than they think

When to Pivot:

- The goal feels like a prison sentence
- They light up talking about something else
- Progress has flatlined for weeks

The Bottom Line

COACH CASE #4: WHEN PROGRESS HITS THE WALL

Sometimes the best progress happens when you stop obsessing about progress. Mind-blowing, right?

Your job isn't to drag your client across the finish line – it's to figure out why they're still at the starting block. Maybe they need a new race. Maybe they shouldn't be racing at all. Maybe they just need someone to tell them it's okay to walk.

Remember: A stuck client isn't a coaching failure – it's just feedback that something needs to change. And change? That's kind of our specialty.

Coach Case #5: When Your Client's Hearing Needs a Tune-Up

Or: Why Coaching Sometimes Feels Like Playing Telephone With a Bad Connection

Ever feel like you're speaking English but your client's hearing Klingon? Welcome to the wild world of coaching communication mismatches, where what you say and what they hear have about as much in common as a penguin and a palm tree.

The Greatest Hits of Communication Mishaps

1. The Complete Switcheroo

You say: "Let's work on your time management." **They hear:** "Your entire life is a mess and you need to quit your job."

Quick Fix: "Hold up - I said time management, but you jumped to career change. What bridge am I missing here?"

2. The Selective Listener

You say: "Here's a three-part strategy..." **They hear:** "Blah blah first part blah blah..."

Quick Fix: "Cool, you got part one. Ready for the plot twist in parts two and three?"

3. The Mental Time Traveler

You say: “Here’s a fresh approach to networking...” **They hear:** “This is exactly like that seminar I took in 1992!”

Quick Fix: “That’s the vintage version. Let me show you the 2025 remix.”

4. The Overachiever Interpreter

You say: “Try meditation for 5 minutes.” **They hear:** “Become a Zen master and move to Tibet.”

Quick Fix: “Whoa there! Let’s dial this back from monastery to manageable.”

5. The Wrapper’s Delight

You say: “Focus on one thing.” **They hear:** “Focus on one thing (but also do these 47 other things I’m adding because why not?)”

Quick Fix: “You’ve just turned my sushi roll into a burrito. Let’s unwrap this.”

Pro Tips for Clear Communication

When They’re Lost in Translation:

- Pause the conversation
- Mirror back what you heard them hear
- Ask where the wires got crossed
- Rephrase using their language
- Check for understanding (without sounding like a kindergarten teacher)

Red Flags That Your Message Isn’t Landing:

- Their eyes glaze over faster than donuts at a police station
- They start nodding way too enthusiastically
- They immediately change the subject
- They respond with “Yeah, but...” to everything
- They’re already planning world domination from your simple suggestion

The Communication Rescue Kit

When They’re Adding Extra Toppings:

“That’s like putting ketchup on a filet mignon – the original is perfect as is.”

When They’re Underselling It:

“You’re treating this like a speed bump when it’s actually the Grand Canyon.”

When They’re Speaking a Different Language:

“Let me Google Translate this into your world...”

When They’re Stuck in the Past:

“That’s the Windows 95 version. Let me show you the update.”

The Bottom Line

Communication isn’t about what you say – it’s about what they hear. And sometimes what they hear has gone through more filters than an Instagram photo.

Your job isn’t to be understood perfectly (good luck with that). Your job is to notice when the message gets mangled and fix it before your client

runs off to join a monastery because you suggested they try mindfulness.

Remember: If your client looks confused, they probably are. If they look like they totally get it, they probably don't. And if they're already planning to revolutionize their industry based on your suggestion to organize their email... well, you know what to do.

Coach Case #6: When Your Client's Living in La La Land

Or: How to Handle It When Your Client Wants to Become a Billionaire by Selling Essential Oils to Their Cat

Picture this: Your client bounces into your session, eyes sparkling with the fervor of someone who just discovered a “guaranteed” way to make millions while sleeping. You know that look. We all know that look.

First Things First: Check Your Eye Roll

Here's a wild thought: Maybe their crazy dream isn't so crazy. After all:

- Somebody invented the Pet Rock and made millions
- Twitter started as a podcast platform
- Someone's making bank selling tiny furniture for cats

The point? Sometimes the craziest ideas work. (But usually they don't. Sorry, not sorry.)

When to Hold 'Em, When to Fold 'Em

Green Flags (Maybe This Could Work):

- They've done actual research (not just YouTube videos)

- They have relevant skills or experience
- They're willing to put in the work
- They've got a Plan B that doesn't involve winning the lottery
- They understand the risks and aren't betting the farm

Red Flags (Houston, We Have a Problem):

- They just attended a "life-changing" seminar
- Their plan involves recruiting everyone they know
- Success depends on "the universe providing"
- They're maxing out credit cards to "invest in themselves"
- Their role model is that guy from TikTok who makes money by telling people how to make money

The Art of Reality-Testing Without Being a Dream Killer

Try these questions (without the snark):

1. "Walk me through the math on that..."
2. "Who's already done what you're trying to do?"
3. "What's your backup plan if this takes twice as long?"
4. "What's the smallest version of this we could test?"
5. "How many hours per week can you realistically commit?"

Three Ways to Handle Pipe Dreams

1. The Curious Detective

"Tell me more about how you'll get 10,000 Instagram followers by next Tuesday..."

- Ask genuine questions
- Let them hear their own logic
- Watch as reality dawns naturally

2. The Reality Reshaper

“What if we kept the dream but tweaked the timeline?”

- Find the nugget of gold in their crazy idea
- Shape it into something actually possible
- Keep the excitement, lose the fantasy

3. The Graceful Exit

“I love your enthusiasm, but I might not be the right coach for your plan to become a professional unicorn trainer...”

- Be honest about your limitations
- Recommend more appropriate resources
- Keep your professional integrity intact

What Not to Do

- Laugh in their face (save that for later)
- Call their dream stupid (even if it is)
- Try to force reality down their throat
- Pretend to believe in something ridiculous
- Enable potentially harmful decisions

The Bottom Line

Dreams are great. Wild dreams are fun. But your job as a coach isn't to be a dream cheerleader or a dream killer – it's to be a dream translator.

Help your clients turn:

- “I want to be a millionaire by Tuesday” into “Let's create a solid financial plan”

- “I’ll become Instagram famous!” into “Let’s build your personal brand strategically”
- “I’ll quit my job and live off my poetry” into “Let’s explore how to monetize your creativity safely”

Remember: Sometimes the pipe dream isn’t the problem – it’s just pointing in the direction of what they really want. Your job is to help them find that real desire hiding behind the fantasy.

P.S. If they still insist on joining that pyramid scheme, at least make sure they’ve got enough money saved for therapy afterward.

Coach Case #7: When Your Client's Winning So Hard It Hurts

Or: How to Keep Your Client From Flying Too Close to the Sun

Your client's crushing it. They're on fire. Everything they touch turns to gold. Dreams are coming true faster than they can dream new ones.

Time to pop the champagne and coast, right?

Wrong.

This is where the real coaching begins. Because success without a foundation is like building a mansion on quicksand – looks great until it doesn't.

Why Success Can Be Trickier Than Failure

Picture this: Your client lands five huge contracts in a week. They're walking on sunshine. Their LinkedIn is blowing up. Their mom finally thinks they have a real job.

But here's the catch – they're so busy riding the high, they've forgotten what got them there. It's like winning the lottery and immediately quitting your job to become a professional gambler.

The Success Spiral: Up, Up, and... Uh-Oh

Signs your client might be flying too close to the sun:

- They're talking faster than an auctioneer on espresso
- Their calendar looks like a game of Tetris on nightmare mode
- They've started using "synergy" unironically
- Sleep is now just a fond memory
- They think they're invincible (spoiler: they're not)

The Coach's Guide to Keeping Success from Becoming a Curse

1. Build a Bigger Basement

Remember: The higher the building, the deeper the foundation.

Ask your rockstar client:

- "What support systems need upgrading?"
- "Where are the cracks starting to show?"
- "What happens if this success doubles tomorrow?"

2. Make Them Talk (More Than They Already Are)

Success is like caffeine – it needs processing time.

Get them to:

- Brain-dump their wins (without the humble brags)
- Name their fears (yes, success has those too)
- Spot potential sabotage patterns

3. Double Down on Relationships

Success can make people act weirder than a cat on catnip. Help your client:

- Give extra attention to new clients/contacts
- Notice when they're speed-dating through important conversations
- Stop treating relationships like fast food

4. Systems Check (Because Boring Stuff Matters)

Nothing kills success like systems that can't handle it.

Red flags to watch for:

- Inbox explosion
- Calendar chaos
- Process breakdown
- Team burnout
- Admin apocalypse

The Nuclear Option: The Pause Button

Sometimes the bravest thing your client can do is... nothing.

Yes, you read that right. Suggest they:

- Stop accepting new clients
- Pause new projects
- Actually digest their wins
- Strengthen their foundation
- Remember what sleep feels like

Will they listen? Probably not. But plant that seed anyway.

Pro Tips for the Success Whisperer

When to Push:

- Their foundation's creaking
- Relationships are fraying
- Basic systems are failing

- They're starting to believe their own PR

When to Pull Back:

- They need processing time
- Systems need upgrading
- Team needs breathing room
- Success is becoming their identity

The Bottom Line

Success isn't a sprint – it's a weird, wobbly dance between celebration and preparation. Your job? Be the voice of reason in the victory party.

Help your client turn their ceiling into their floor, not their launching pad into chaos.

Remember: The goal isn't just to help them fly – it's to make sure they can land safely whenever they need to.

P.S. And if they start talking about buying a yacht, it's definitely time for an intervention.

Coach Case #8: The Friend Zone - Coaching Edition

Or: How to Coach Your Friends Without Needing New Friends Afterward

Picture this: Your bestie asks you to be their coach. Your stomach does that weird flip-flop thing. You know, like when someone suggests mixing red wine with Sprite.

Why? Because coaching friends is like performing surgery on family - possible, but probably not the best idea.

The Friend-Coach Paradox

Friends want you to:

- Support their decisions (even the sketchy ones)
- Keep their secrets (especially the juicy ones)
- Stay in their corner (no matter what)

Coaches need to:

- Challenge assumptions (especially the comfortable ones)
- Point out blind spots (particularly the obvious ones)
- Push for growth (even when it hurts)

See the problem?

Why It's Trickier Than a Rubik's Cube

The Friendship Contract Says:

- "I like you just the way you are"
- "Your secrets die with me"
- "I've got your back, no matter what"

The Coaching Contract Says:

- "Let's shake things up"
- "Nothing's off limits"
- "I'll call you out on your BS"

Making It Work (Maybe)

Step 1: Set Clear Boundaries (Before Things Get Weird)

Tell them straight up:

- "Our friendship matters more than any coaching wins"
- "Some topics are off limits because... friendship"
- "We're doing lite coaching, not deep surgery"

Step 2: Create Your No-Go Zones

Like:

- That thing with their ex
- The family drama you know too much about
- The secret hobby they told you about at 2 AM
- Anything involving their mom (trust me on this one)

Step 3: Drop the Accountability Sheriff Badge

Don't become their:

- Personal task master
- Deadline enforcer
- Homework checker
- Life manager

Why? Because nothing kills a friendship faster than becoming someone's mom.

The Exit Strategy (Because You Might Need One)

Create your escape hatch early:

- Set a specific timeframe
- Have regular check-ins about the relationship
- Create a clean “pause” signal
- Keep a friendship-first mindset

Red Flags That It's Getting Messy

Watch for:

- They're avoiding brunch (your sacred tradition)
- They're screening your calls (but posting on Instagram)
- Your coaching conversations feel like walking on eggshells
- You know too much (way too much)
- Their significant other gives you the side-eye

The Nuclear Option: The Prenup

Before starting, agree that:

- Either person can pull the plug anytime
- No hard feelings when it ends
- Friendship trumps coaching

- Some topics stay in the vault
- Brunch remains a coaching-free zone

The Bottom Line

Here's the truth bomb: Everyone's a coach sometimes. We're all out here giving advice, sharing wisdom, and trying to help our friends level up.

The question isn't "Should I coach my friend?"

It's "How do I keep this friendship intact while helping them grow?"

Remember: Friends are forever. Coaching gigs are temporary. Choose wisely.

P.S. If all else fails, there's always happy hour. Just maybe not right after a coaching session.

Coach Case #9: Your First Real Client (Don't Panic)

Or: How to Act Professional While Internally Screaming “OMG Someone’s Actually Paying Me!”

So it happened. Someone looked at you, a real human with money to spend, and said, “Yes, I want you to be my coach.”

Cue internal happy dance

Now what? Besides hyperventilating into a paper bag and texting everyone you know?

First Things First: You’ve Got This

(Even if you’re pretty sure you don’t)

Remember:

- They picked YOU (not that other coach with the fancy website)
- They’re paying YOU (real money, not exposure)
- They trust YOU (no pressure, right?)

The First Session: Making Magic (Without the Cheesy Card Tricks)

Set the Scene

Think first date, but professional:

- No need to wear your “lucky” socks

- Yes, you should brush your teeth
- Maybe skip the cologne bath

The Getting-to-Know-You Dance

Spend that first hour wisely:

- Let them talk (like, really talk)
- Listen for what they're not saying
- Watch for those "tells" (you know, when they say they want to climb Everest but look terrified of stairs)

The Nitty-Gritty Stuff (Because Business Is Still Business) Money Talk (Without the Awkward Sweating)

- Set up automatic billing (because chasing payments is about as fun as a root canal)
- Make it recurring (out of sight, out of mind = happy client)
- Handle it upfront (before you're both too invested to have the money talk)

Boundaries (Because You're Not Their New BFF)

Get clear on:

- Who calls who (no playing phone tag)
- What happens when someone ghosts (life happens)
- How long they're in for (no surprise breakups)

The "Please Don't" List

Ask them straight up:

- "What would make you fire me?"

- “What makes you want to punch walls?”
- “What coaching style makes you want to fake your own death?”

Between Sessions Magic

- Give them homework (but not the boring kind)
- Make it doable (no “rebuild your entire life by Tuesday” stuff)
- Keep it spicy (nobody wants another to-do list)

Setting Up Session Two (Like a Boss)

Plan it now, not later:

- Pick a focus (that actually matters)
- Set clear intentions (but stay flexible)
- Create momentum (without pushing too hard)

The Secret Sauce: First Impression Mastery

Your first few sessions set the tone for everything. No pressure, but:

- Show up prepared (like, really prepared)
- Follow through (like your career depends on it)
- Be professional (but still human)

Pro Tips for Not Freaking Out

- Keep breathing (it’s surprisingly helpful)
- Remember they’re probably nervous too
- Trust your training (you did train, right?)
- Stay authentic (they hired YOU, not Tony Robbins)

The Bottom Line

COACH CASE #9: YOUR FIRST REAL CLIENT (DON'T PANIC)

Your first client isn't just a client - they're your first step into the real world of coaching. Make it count, make it professional, but most importantly, make it real.

Remember: Every coaching legend started exactly where you are now - with one client and a mild case of imposter syndrome.

P.S. Save the celebration dance for after the call. Trust me on this one.

Coach Case #10: Coaching The Chaos Masters

Or: How to Help Someone Who's Juggling Chainsaws While Riding a Unicycle

Let's talk about entrepreneurs. You know the type: they've got 17 projects running, three new business ideas before breakfast, and they think sleep is for people who aren't "crushing it."

The Entrepreneur's Natural Habitat

Picture a tornado inside a hurricane inside an earthquake. That's your client's normal Tuesday. And here's the kicker - they like it that way.

Some hard truths:

- They'll never "focus" like normal humans
- They need chaos like fish need water
- They're allergic to your color-coded planning system
- They've already started three new ventures while reading this

What They Really Want (But Won't Tell You)

80% Cheerleader, 20% Reality Check

Your role breakdown:

- Nodding enthusiastically at their latest crazy idea
- Actually listening to said crazy idea
- Providing a safe space for their genius/madness
- Occasionally mentioning things like “cash flow” and “sleep”

The Art of Strategic Listening

They need someone to hear:

- Their 3 AM epiphanies
- Their latest pivot plans
- Their stress about everything
- Their wins (especially the tiny ones)

Why? Because their spouse is tired of hearing it, their dog’s asleep, and you’re paid to care.

What Makes Them Tick (Besides Coffee)

The Focus Paradox

To them, “focus” sounds like:

- Prison sentences
- Death of creativity
- Boring people in suits
- Everything they started a business to avoid

The Stimulation Addiction

They need:

- Big ideas (tiny ones bore them)
- Fresh challenges (they create problems to solve them)

- New shiny things (squirrel!)
- Constant motion (sitting still = death)

How to Actually Help Them

1. Support First, Direct Later

Right order:

- “Tell me more about this Bitcoin-for-pets idea...”
- “That’s fascinating, and have you thought about...”
- “What if we looked at this from...”

Wrong order:

- “That’ll never work”
- “You need to focus”
- “Let’s make a spreadsheet”

2. Let Them Run Their Cycles

They’re like seasons:

- Hurricane season (new ideas everywhere)
- Drought season (nothing works)
- Harvest season (everything clicks)
- Winter season (questioning everything)

Just roll with it.

3. Push When It Matters

Red flag moments worth fighting for:

- They're about to bet the farm on crypto
- Their team's running for the hills
- Sleep deprivation has them believing they're a unicorn
- They're ignoring actual fires while starting new ones

The Money Talk

Charge enough to make them take themselves seriously. Why?

- Low fees = low commitment
- High fees = "I better listen to this person"
- Premium rates = premium behavior

(Usually)

The Don'ts (Unless You Want to Get Fired)

- Try to make them "normal"
- Fight their natural rhythm
- Push too hard on structure
- Expect linear progress
- Get into arguments (you'll lose)

The Bottom Line

Your entrepreneur clients are like wildcats – you can't tame them, but you can help them hunt better.

Your job isn't to cage their chaos – it's to channel it.

Remember: They don't need another person telling them to focus. They need someone who gets their brand of crazy and helps them turn it into gold.

P.S. They probably started another company while reading this. That's

fine.

Coach Case #11: When Your Client's Third Eye Opens (Just a Crack)

Or: How to Help Someone Who Just Realized There's More to Life Than Their Instagram Feed

You'll know it when you see it: That moment when your client's eyes go wide, their voice gets quiet, and they say something like "Wait... what if everything I thought was wrong?"

Congratulations. You're watching someone's first glimmer of awareness. Try not to scare them.

What a "Glimmer" Looks Like

Picture someone who just noticed the Matrix glitch:

- They're questioning everything
- Their old certainties feel shaky
- The world seems bigger somehow
- They can't unsee what they just saw

How These Sparks Usually Start

The Wake-Up Calls:

- Death shows up and asks questions
- Life hands them their behind on a platter

- They meet someone who bends their brain
- Oprah says something that hits different
- Their comfortable world catches fire
- The universe slaps them with a cosmic 2x4

The Quiet Revelations:

- Books that burn their mental furniture
- Conversations that crack their reality
- Moments of silence that scream truth
- Random Tuesday insights that change everything

Your Job: Don't Break the Baby Bird

Think of your newly-aware client like someone who just got glasses for the first time. They're:

- Excited ("I can see trees!")
- Overwhelmed ("Why are there so many trees?")
- A bit wobbly ("Do trees always look like that?")
- Never going back ("How did I not see the trees before?")

Questions That Won't Freak Them Out

Try these on for size:

- "So... notice anything different lately?"
- "What's making you see things differently?"
- "Which parts of your old life feel weird now?"
- "Ready to see how deep this rabbit hole goes?"

Questions That Will Definitely Freak Them Out

Avoid these gems:

- “Let’s examine your entire belief system”
- “Tell me about your relationship with the universe”
- “How’s your spiritual awakening going?”
- Anything involving the word “consciousness”

The Art of the Gentle Push

Do:

- Let them lead the conversation
- Validate their confusion
- Share your own “first glimmer” story
- Keep it light (enlightenment can wait)

Don’t:

- Drop spiritual truth bombs
- Push them too fast
- Act like their guru
- Make it weird

When They Ask “What’s Happening to Me?”

Here’s your cheat sheet:

- “You’re starting to see the bigger picture”
- “Life just got a new dimension”
- “Your mind’s expanding – that popping sound is normal”
- “Welcome to the fun part”

The Warning Label

Remind them gently:

- There's no going back
- Things might get weird
- Old certainties might crumble
- That's all perfectly normal
- They're not losing their mind (probably)

The Bottom Line

Your client just peeked behind life's curtain. They might:

- Quit their job
- Start meditating
- Buy crystals
- Move to Bali
- All of the above

Your job isn't to guide their awakening – it's to make sure they don't crash while their reality expands.

Remember: Everyone's first taste of awareness feels earth-shattering to them. Keep calm and coach on.

P.S. If they start talking about selling everything and joining an ashram... maybe schedule an extra session.

Coach Case #12: When Your Client's Job is Slowly Killing Their Soul

Or: How to Help Someone Who'd Rather Get a Root Canal Than Go to Work

Let's be real: Most people aren't living their dream job. They're not even living their "meh, it's okay" job. They're stuck in their "how did I end up here?" job.

And they're telling you all about it. Every. Single. Session.

The Wrong-Job Warning Signs

Your client probably hates their job if:

- Their Sunday night anxiety starts on Wednesday
- Their LinkedIn profile says "Open to opportunities" (Translation: "Help me escape")
- They've memorized every ceiling tile in their cubicle
- Their work stories start with deep sighs and end with nervous laughter
- They're considering a career in literally anything else

Don't Be a Career Wrecking Ball

Before you go all "Follow your dreams!" on them:

- Most people have bills (shocking, right?)

- Kids need to eat (weird how that works)
- Mortgages don't pay themselves
- Dreams don't come with health insurance

The Art of Not Making Things Worse

Do:

- Listen to their rants
- Nod sympathetically
- Ask smart questions
- Keep them from quitting during Mercury retrograde

Don't:

- Push them to quit tomorrow
- Promise entrepreneurship will fix everything
- Suggest they become a life coach (unless they really want to)
- Let them make major decisions during performance review week

Baby Steps Toward Better

1. Clean Up Their Current Mess

- Fix what they've been ignoring
- Talk to people they've been avoiding
- Actually do their job (novel concept)
- Make their current situation less awful

2. Test Drive Their Dreams

- One night a week of exploring
- Coffee chats with people in their dream field

- Side projects that don't destroy their life
- Baby experiments with self-employment

3. The Money Reality Check

Ask them:

- "What's your bare minimum monthly number?"
- "Could you live on less?"
- "No, really, could you live on less?"
- "Have you checked your actual spending lately?"

The Timeline Truth

Quick reality check:

- Major career changes take 2-5 years
- That's normal
- That's okay
- Rome wasn't built in a day
- Neither was a solid escape plan

Smart Questions to Ask

Instead of "What's your passion?" (ugh), try:

- "What would your perfect Tuesday look like?"
- "Which parts of your current job don't make you want to scream?"
- "If money wasn't a thing, what would you do?"
- "What could you do for hours and forget to eat?"

The Lifestyle vs. Life Chat

Some hard truths:

- Maybe they don't hate their job
- Maybe they hate their payments
- Maybe their lifestyle is eating their life
- Maybe freedom costs less than they think

The Bottom Line

Your client might need to:

- Quit their soul-crushing job
- Or just crush it at their current job
- Start a side hustle
- Or just hustle less
- Change everything
- Or just change their perspective

Your job? Help them figure out which one without wrecking their life.

Remember: Dreams are great, but so is being able to pay rent. Help them find the sweet spot between "I hate my life" and "I live in my car."

P.S. If they decide to start a YouTube channel about quitting their job... maybe suggest a pseudonym.

Coach Case #13: Brilliant but Barely Functioning

Because Being Smart Doesn't Always Mean Getting Stuff Done

You know that client – the one who can solve complex equations in their head but can't figure out how to do their laundry. They're brilliant, bored, and driving everyone (including themselves) slightly nuts.

Welcome to coaching the chronically clever.

Signs Your Client's Too Smart for Their Own Good

- They've got more degrees than a thermometer
- Their boss "just doesn't understand their vision"
- They're reading quantum physics for fun
- They're working at half-speed (and still outperforming everyone)
- They're absolutely sure they could run the company better
- They're right (and that's part of the problem)

Why Smart People Get Stuck

The Curse of Being Clever

- They see problems nobody else notices
- They solve problems nobody's asked them to fix
- They're living in next week while everyone else is in Tuesday

- They're bored out of their skull doing "normal" work

The Hidden Struggles

- Being the smartest person in the room gets lonely
- Their brain never shuts up
- They feel like aliens at family gatherings
- "Just do it the normal way" feels like death

What They Actually Need (But Won't Ask For)

1. A Brain Trust

- Other smart people to bounce ideas off
- People who get their obscure references
- Someone to challenge their thinking
- A place where "too much" is just enough

2. Permission to Be Weird

- Do things their way
- Skip the "normal" career path
- Create jobs that don't exist yet
- Break rules that need breaking

3. Reality Checks (Delivered Gently)

- "Great idea. Now about that deadline..."
- "Yes, AND what's step one?"
- "Cool theory. Want to test it?"
- "Have you told anyone else about this plan?"

How to Actually Help Them

Do:

- Challenge their thinking
- Let them ramble (sometimes)
- Push them past theory into action
- Connect them with other bright minds
- Give them space to experiment

Don't:

- Try to make them “normal”
- Force traditional approaches
- Dismiss their wild ideas
- Let them live in their head
- Accept excuses (they're too smart for that)

The Tough Love Talk

Sometimes you need to say:

- “Being smart isn't enough”
- “Ideas without action are just daydreams”
- “Your potential is getting boring”
- “What if you actually tried?”

The Success Strategy

Help them:

1. Find their weird (and own it)
2. Build their brain trust

3. Create their own path
4. Turn theories into experiments
5. Use their powers for good

The Bottom Line

Your brilliant but stuck client needs to:

- Stop hiding behind their brain
- Start using their gifts
- Find their people
- Make stuff happen
- Get comfortable being uncomfortable

Remember: Being the smartest person in the room is lonely. Help them build a bigger room.

P.S. And if they start explaining why your coaching method violates the laws of physics... smile and nod. They'll get to the point eventually.

Coach Case #14: When Your Client Feels Everything (Like, EVERYTHING)

Or: How to Coach Someone Who Makes Your Most Sensitive Friend Look Like a Bouncer

Meet the SuperSensitive Client: They feel a paper cut like it's a sword wound and hear criticism like it's being shouted through a megaphone. They're not being dramatic – they're wired differently.

Think of them as human tuning forks in a world of jackhammers.

Signs You've Got a SuperSensitive Soul on Your Hands

- They apologize for apologizing
- Fluorescent lights might as well be torture devices
- They need three days to recover from a party
- They know what you're feeling before you do
- Their emotional antenna picks up signals from Mars

What Makes Them Tick (Very, Very Quietly)

The Superpower Side:

- They notice everything (seriously, everything)

- They're walking emotional weather stations
- They spot trouble before it happens
- They feel music in their bones
- They read people like paperbacks

The Kryptonite Side:

- Regular life feels like sensory assault
- Criticism hits like a truck
- Small talk is exhausting
- Open offices are their personal hell
- They need more downtime than a smartphone battery

Coaching Them Without Breaking Them

Do:

- Whisper your tough love
- Give them processing time
- Respect their need to retreat
- Honor their perceptions
- Let them set the pace

Don't:

- Push too hard
- Call them "too sensitive"
- Rush their process
- Doubt their spider-sense
- Try to "toughen them up"

The Art of Gentle Progress

Step 1: Create Safety

- Consistent meeting times
- Quiet meeting spaces
- Clear expectations
- Zero surprise attacks
- Regular check-ins

Step 2: Build Trust (Slowly)

- Keep your promises
- Watch your tone
- Mean what you say
- Remember everything
- Never, ever mock their sensitivity

Step 3: Challenge (Carefully)

- Baby steps feel like giant leaps
- Small wins count double
- Progress looks different here
- Victory might mean staying put
- Growth happens in the quiet moments

What They Need (But Might Not Ask For)

- Permission to be different
- Space to process
- Time to recover

- Validation of their experience
- A coach who gets it

The Secret Strength of Sensitivity

Here's the plot twist:

- They're actually tough as nails
- Living in our loud world? That takes guts
- Feeling everything and surviving? Pure strength
- Being different and keeping going? That's courage

The Bottom Line

Your SuperSensitive client isn't fragile – they're finely tuned. They're not weak – they're processing more data than a supercomputer.

Your job isn't to fix them. It's to help them:

- Design their ideal environment
- Create healthy boundaries
- Trust their instincts
- Find their tribe
- Own their sensitivity

Remember: They're not too sensitive for the world. The world's not sensitive enough for them.

P.S. And if they need to hide under a blanket sometimes? That's not weakness – that's wisdom.

Coach Case #15: When Your Client Starts Planning Your Wedding

Or: How to Tell If Your Client's Getting Too Attached (Without Making Them Cry)

Picture this: Your client texts you at 3 AM about their cat's mood swings. They've named their houseplant after you. They're considering getting your face tattooed on their arm.

Houston, we have a dependency problem.

Red Flags That Your Client's Gone Full Velcro

- They've memorized your coffee order
- Every sentence starts with "You always say..."
- They're channeling you in their sleep
- Your voicemail is their new therapist
- They've joined your gym (the one across town)
- Their problems multiply faster than rabbits

Why This Happens (Besides Your Magnetic Personality)

Let's get real:

- You listen better than their spouse
- You care more than their boss

- You're nicer than their mom
- You actually remember their birthday

No wonder they're smitten.

The Difference Between Healthy Need and Code Red Cling

Healthy Need Looks Like:

- Daily check-ins during a major project
- Excited calls about wins
- Extra support during tough times
- Questions about specific challenges

Unhealthy Need Feels Like:

- They've moved into your brain
- Their problems breed like Tribbles
- Your energy meter drops to zero after calls
- You start screening their calls (all 37 of them)

What to Do When They're Too Into You

The Direct Approach:

"Hey, noticed you're taking my word as gospel. Let's talk about that."

The Gentle Redirect:

"Love your enthusiasm, but what do YOU think about this?"

The Energy Boundary:

"I'm here to support you, not carry you. Big difference."

The Professional Reset:

"This feels more therapy-shaped than coaching-shaped."

Scripts That Won't Make Them Cry (Probably)

Try these on for size:

- “How’s that whole depending-on-me thing working out?”
- “Those problems are multiplying like crazy. Weird timing, right?”
- “Your brain’s pretty amazing when you actually use it...”
- “Let’s talk about why you need my approval on what cereal to buy”

When It’s Actually Fine

Sometimes neediness is just:

- Big project stress
- Temporary life chaos
- Growing pains
- Creative excitement

The key? It ends. Eventually. (Right?)

Your Energy Bank Account

Watch out for:

- Pre-call dread
- Post-call exhaustion
- Random urges to change your phone number
- Fantasies about moving to Antarctica

The Bottom Line

Your job is to be:

- A coach, not a crutch
- A guide, not a guru

- A supporter, not a savior
- A professional, not their new BFF

Remember:

- Set clear boundaries
- Keep it professional
- Guard your energy
- Trust your gut
- Bill appropriately

Pro Tip: If you're dreading their calls more than a root canal, something's wrong. Fix it before you need therapy yourself.

P.S. And if they've already gotten that tattoo of your face... maybe consider a career change.

Coach Case #16: The Know-It-All Client: A Coach's Guide to Working with Walking Wikipedias

Picture this: Your client walks in, armed with every business book ever written and a TED talk queued up on their phone. They're not just ready to tell you about their day – they're ready to explain the entire history of organizational psychology. Sound familiar?

Why They Hire Us (Even Though They Know Everything)

Here's the plot twist: These clients *do* want to learn. Behind that encyclopedic exterior beats the heart of someone who values knowledge so much, they've made it their armor. They've hired you because somewhere, beneath all those facts and figures, they sense there might be more to discover.

Four Battle-Tested Approaches

1. The Direct Drive-By

For coaches who prefer their truth served straight up

Think of this as acupuncture for the ego – precise, purposeful, and surprisingly effective when done right. The key? Your tone needs to be

smoother than a jazz saxophone solo.

Try these conversation needle-pricks:

- “I notice you’ve spent the last 10 minutes telling me things you already know. What’s something you *don’t* know that you’d like to discover?”
- “Your brain’s like a library with amazing security. What would it take to let in some new books?”
- “You’re brilliant at sharing what you know. Want to try being brilliant at discovering what you don’t?”

2. The Echo Chamber

For when you need to ride the wave

Some clients process by talking – they’re like human jazz musicians, riffing until they hit that perfect note. Your job? Be the world’s most strategic echo.

Power Questions:

- “That’s fascinating – what dots just connected for you?”
- “You’re building something interesting here. What’s the next piece?”
- “If that insight had legs, where would it walk to?”

3. The Knowledge vs. Learning Flip

For the information hoarders

Think of it this way: Knowledge is collecting Pokemon cards. Learning is actually playing the game. One fills your binder; the other changes how you play.

Reality Check Questions:

- “You’ve got an impressive data collection. When was the last time you test-drove any of it?”
- “If all this knowledge were currency, what would you buy with it first?”
- “What’s the ROI on knowing versus doing?”

4. The Backdoor Breakthrough

For gentle pattern interrupts

Sometimes, the most powerful move is asking permission to be powerful. It’s like knocking on the door instead of breaking it down.

Pattern-Breaking Questions:

- “On a scale of ‘whisper to wilderness survival horn’, how direct would you like me to be?”
- “What’s your preferred ratio of listening to lecturing? I’m happy to adjust my dial.”
- “How would you coach someone who reminds you of yourself?”

The Real Talk Section

Not every client who hires a coach wants coaching. Some want a mirror, others want a spotlight, and a few just want a really expensive pair of ears. That’s okay – as long as you both know what game you’re playing.

Energy Vampire Alert: If you finish a session feeling like you’ve just binge-watched someone’s personal TED talk marathon, you might be dealing with an energy vampire in knowledge collector’s clothing. Set boundaries faster than a cybersecurity expert after a hack.

Your Coaching Toolbox: Quick-Draw Questions

Keep these loaded and ready:

1. “What would it cost you to be wrong about this?”
2. “Between knowing and growing, which feels scarier right now?”
3. “If your knowledge had a mission statement, what would it be?”
4. “What’s the difference between being right and being effective?”
5. “If your expertise were a shield, what are you protecting?”

The Bottom Line

Working with know-it-all clients is like being a DJ at a party where someone keeps trying to play their own playlist. Your job isn’t to unplug their music – it’s to help them hear a new beat. Sometimes that means being the world’s most patient sound engineer, and sometimes it means asking, “Hey, want to try dancing instead of managing the playlist?”

Remember: They hired you for a reason, even if that reason is buried under seventeen layers of Harvard Business Review articles. Your job is to be curious enough to dig for it, confident enough to challenge it, and clever enough to make the journey worth their while.

Coach Case #17: The Courage Gap: Coaching Clients Past Your Own Comfort Zone

Let's talk about that awkward moment when your client says "I want to skydive into a TED talk while launching a billion-dollar startup" and you're still working up the nerve to post on LinkedIn.

The Big Myth That Needs to Die

There's this weird idea floating around coaching circles that you should only push clients to do things you'd do yourself.

Yeah... no.

That's like saying driving instructors need to be Formula 1 racers, or swimming coaches need to be Olympic medalists. (Spoiler alert: Most aren't.)

Why This Matters More Than You Think

Picture this: You're terrified of public speaking. Heart-racing, palm-sweating terrified. Now your client wants to give keynotes at major conferences.

Do you: A) Tell them to stick to Zoom calls because that's your comfort zone B) Coach them toward their speaking dreams while you hide behind your laptop

If you picked A, we need to talk.

The Truth About Coaching Courage

Here's the spicy take: Your personal fears are irrelevant to your client's potential.

Think about it:

- Your fear of heights ≠ their mountain climbing dreams
- Your introversion ≠ their networking goals
- Your comfort zone ≠ their success ceiling

Why It's Actually Better When You're Scared

Plot twist: Sometimes being scared of what your client wants to do makes you a *better* coach. Why?

1. **You're Not Jaded:** Try having a fighter pilot coach someone through their first flight. They've forgotten what fear feels like. You? You get it.
2. **You're More Thorough:** When something scares you, you research the hell out of it. Your client benefits from your careful preparation.
3. **You're More Empathetic:** You understand the resistance, the doubts, the "what-ifs" – because you live them too.

Real Talk: The Coach's Role

Your job isn't to be a superhero. It's to be:

- A flashlight in dark corners
- A mirror for blind spots
- A bullshit detector for limiting beliefs
- A possibility expander for shrunken dreams

Notice how none of these require you to have done the thing yourself?

Practical Ways to Coach Beyond Your Comfort Zone

1. Own Your Truth (Selectively)

- Bad: “I’m scared of that too, maybe you shouldn’t...”
- Good: “While this isn’t my personal path, I’m curious about what draws you to it...”

1. Ask Better Questions

- “What would this make possible for you?”
- “How would accomplishing this change your story?”
- “What’s the smallest brave step you could take?”

1. Find the Right Resources

- Connect them with people who’ve done it
- Research success stories
- Build a network of experts you can consult

The Permission Slip You Didn’t Know You Needed

Here it is: You have permission to:

- Coach someone to start a business when you’re a happy employee
- Help someone become a public figure while you prefer privacy
- Guide someone through bold moves that make your knees shake

Your New Coaching Mantra

“My limits are not their limits. My fears are not their fears. My ceiling is not their ceiling.”

The Bottom Line (With a Kick)

Want to be a truly great coach? Get comfortable with being uncomfortable. Let your clients' dreams be bigger than yours. Let their courage inspire you. Let their success stories be wilder than anything you'd attempt.

Because at the end of the day, coaching isn't about you becoming everything you could be - it's about helping them become everything they could be.

And sometimes, that means watching them fly while you keep your feet planted firmly on the ground.

That's not just okay.

That's exactly as it should be.

Coach Case #18: Coaching the Human Espresso Shot: A Guide to Working with Adrenaline-Fueled Clients

Ever tried having a deep conversation with someone who's basically vibrating through dimensions? Welcome to coaching the adrenaline junkie.

The Science-ish Bit

Adrenaline's like nature's built-in rocket fuel. Perfect for outrunning tigers. Less perfect for Tuesday morning strategy sessions.

Picture your client's nervous system as a car:

- Normal people: "I should probably get an oil change soon"
- Adrenaline junkies: "FLOOR IT TILL THE ENGINE SMOKES"

Spot Your Speedster: The Quick Diagnosis

Your client might be riding the adrenaline dragon if they:

- Turn every deadline into a game of chicken
- Consider "barely made it" their natural time zone
- Think multitasking means doing three things while texting
- Treat their calendar like a game of Tetris on expert mode

- Have convinced themselves chaos is their “creative process”

The Real Talk: Why They’re Like This

Here’s the thing about adrenaline addicts – they’re not just in love with the rush. They’ve built their whole identity around it.

Common excuses they’ll throw at you:

- “I do my best work under pressure”
- “This is just how successful people operate”
- “I thrive in chaos”
- “Being chill is boring”

Translation: “I’m scared of what happens when I slow down enough to feel things.”

Your Coaching Toolbox

1. The Mirror Method

Show them what they look like (kindly, unless you want to witness a human spontaneously combust):

- “Notice how you’ve changed topics four times in two minutes?”
- “Your world seems to run on emergencies. Curious pattern, right?”

2. The Pattern Interrupt

Break their momentum without breaking their spirit:

- “Let’s try something wild – can you sit still for 60 seconds?”
- “Before you solve the next crisis, what’s making this one so urgent?”

3. The Reality Check

Help them see the cost (without preaching):

- “How’s your sleep these days?”
- “When was the last time you enjoyed doing nothing?”
- “What would your body say if it could talk?”

The Adrenaline Junkie Assessment

Give this to your caffeinated client. Watch their leg bounce while they take it.

Rate yourself (1-5) on these statements:

1. Your idea of “being early” is arriving 2 seconds before deadline
2. Your phone’s basically a vital organ at this point
3. You’ve turned “putting out fires” into an Olympic sport
4. The word “relax” makes you slightly homicidal
5. Your default speed is “faster than necessary”

Scoring:

- 20-25: You’re basically a human energy drink
- 15-19: You’re flirting with burnout
- 10-14: You’ve got a healthy relationship with stress
- Below 10: Teach us your ways, zen master

Practical Coaching Approaches

1. The Warm Welcome

- Meet them where they are (somewhere between Mach 5 and light speed)
- Don’t try to slow them down immediately

- Notice what lights them up (besides everything)

1. The Strategic Slow-Down

- Start with tiny speed bumps
- Make stillness sexy
- Turn self-care into a challenge (they love those)

1. The Energy Redirect

- Channel their intensity into structured goals
- Create momentum metrics that don't require chaos
- Help them find healthy highs

When to Pull the Plug

Sometimes you'll meet a client who's so hooked on adrenaline, they make espresso nervous. Signs it's not working:

- They literally can't complete a sentence without starting three new ones
- Your coaching calls feel like hostage negotiations with time
- They're collecting emergencies like Pokemon cards

The Bottom Line

Your adrenaline junkie clients aren't broken – they're just really, really awake. Your job isn't to turn them into meditation masters. It's to help them find a sustainable way to channel their energy without burning out their internal engine.

Remember: They hired you because somewhere, beneath all that motion and mayhem, they know something needs to change. Be patient. Be

persistent. And maybe keep a Red Bull handy – you might need it to keep up.

Coach Case #19: When Your Client's Business Dreams Meet Reality (And Reality's Winning)

Picture this: Your client just mortgaged their house to start a boutique pickle shop because “everyone loves pickles.” They’ve got dreams bigger than Texas and a business plan scribbled on a napkin.

Welcome to coaching first-time business owners who are drowning in the deep end.

Why They're Struggling (But Won't Admit It)

First-time business owners are like kids with a new chemistry set – excited, dangerous, and probably going to blow something up.

They're usually:

- Running on pure optimism and gas station coffee
- Treating their savings account like a suggestion
- Convinced their idea will “break the internet”
- Allergic to spreadsheets
- Making it up as they go (spoiler: it shows)

The Two Flavors of “Help, I'm Drowning!”

Type 1: The Idea Pinball

Bounces from brilliant idea to brilliant idea, never sticking with one long enough to fail properly. Their brain's like a popcorn machine - lots of action, minimal nutrition.

Signs you've got one:

- Has started three businesses this month
- Says "You know what would be cool?" at least 10 times per session
- Their elevator pitch needs an elevator

Type 2: The Secret Struggler

By the time they mention money problems, they're probably selling their furniture on Craigslist.

Signs you've got one:

- Keeps checking their phone during sessions (it's the bank calling)
- Uses "temporary cash flow situation" to describe impending bankruptcy
- Has mastered the art of changing subjects when numbers come up

Your Rescue Strategy

1. Grab Their Attention (Before Reality Does)

Don't compete with their chaos - cut through it:

- "What's keeping you up at 3 AM?"
- "Show me your ugliest numbers"
- "Let's pretend your business is a patient - what's the diagnosis?"

2. Turn Customer-Watching Into a Sport

They love excitement? Make customer discovery their new adrenaline rush:

- “Who’s actually buying your stuff?”
- “What problems are they throwing money at?”
- “Why do they pick you over the pickle shop down the street?”

3. Be Their Biggest Fan (Who Tells the Truth)

Mix cheerleading with reality checks:

- “Your idea’s brilliant. Now let’s make sure it pays rent.”
- “I believe in you AND in math. Let’s do both.”
- “You’re amazing at starting fires. Let’s work on fire prevention.”

4. Make Problem-Solving Sexy

Give them challenges that scratch their entrepreneurial itch:

- “Can you 10x customer happiness without spending a dime?”
- “What if you had to make profit boring?”
- “Design your business like it’s going to outlive you”

The Real Problem Checklist

✓ Your client’s business might be choking on:

1. Shiny Object Syndrome

- Symptoms: More ideas than customers
- Cure: Focus on one thing until it makes money

1. Money Leaks

- Symptoms: Costs higher than a cat in catnip
- Cure: Slash everything that doesn't directly serve customers

1. Fantasy Math

- Symptoms: Revenue projections that assume everyone on Earth wants artisanal pickles
- Cure: Real numbers, even when they hurt

1. Lifestyle Creep

- Symptoms: Business card says CEO, bank account says intern
- Cure: Live like a monk until the business can afford your dreams

1. Attention Deficit Business Disorder

- Symptoms: Five half-baked ventures instead of one fully-cooked success
- Cure: Go deep or go home

1. Marketing Mishaps

- Symptoms: Perfect product, invisible to customers
- Cure: Learn to sell or hire someone who can

1. Dead Horse Syndrome

- Symptoms: The market's saying no, they're hearing "try harder"
- Cure: Know when to pull the plug

The Bottom Line

Your job isn't to save their business - it's to save them from their own best intentions. Sometimes that means helping them build an empire. Sometimes it means helping them close shop before they're living in one.

Remember: Every successful entrepreneur started as a clueless dreamer. Your job is to keep them alive long enough to become a slightly less clueless success story.

And maybe suggest they start with just one flavor of pickle.

Coach Case #20: When Your Client Becomes Too Cool for Coaching School

You've done it. You've coached so well that your client's ready to fly the nest. They're solving problems before you spot them. They're giving TED talks about stuff you taught them last month. They're living their best life while you're... wondering if you just coached yourself out of a job.

Congratulations! Also... uh-oh?

The Signs Your Client's Getting Too Big for Their Coaching Britches

They're:

- Finishing your sentences (with better endings)
- Implementing solutions faster than you can suggest them
- Teaching others what you taught them last week
- Making more money than you (okay, maybe that one stings a bit)

Why This Happens (And Why It's Actually Awesome)

Think of yourself as a rocket booster. Your job? Launch that client into orbit. Then what? You fall back to Earth while they zip around space looking fabulous.

Some clients are just rocket fuel efficient. They'll burn through your best material in three months while others take a year to get through

chapter one of your metaphorical coaching manual.

The “Help, My Client’s Evolving Faster Than AI” Survival Guide

1. Have The Talk (Before They Have It With You)

Don’t wait until they’re updating their LinkedIn with “Self-Actualized Human.” Catch it early:

“Hey [Superstar Client], you’re crushing it like a monster truck at a car compactor. Let’s chat about what’s next before you run out of things to crush.”

2. Switch Up Your Game

You’ve got more tricks up your sleeve than just the ones that worked so far:

- Shift from problem-solving to vision-crafting
- Move from “how to do it” to “how to build an empire”
- Graduate from tactics to strategy
- Level up from personal growth to legacy building

3. Get Real About Your Role

Sometimes honesty hits different:

“Look, Sarah, you’ve mastered everything I taught you about marketing. I’m not going to pretend I can teach you more about that. But what about building a team that doesn’t make you want to hide in your office?”

The Three Paths Forward

Path 1: Level Up Together

Turn your coaching relationship into a partnership of equals. You're no longer the sage on the stage – you're the friend in the trenches helping them build their empire.

Path 2: Graceful Graduation

Help them find their next guru. Yes, it hurts. So does watching your kids go to college. You'll live.

Path 3: The Plot Twist

Reinvent your relationship. Maybe you become:

- Their strategic thinking partner
- Their “call me when it all hits the fan” person
- Their “remember when you used to be normal” accountability buddy

The Real Talk Section

Here's the truth about super-quick clients:

- They're proof you're good at your job
- They're your best marketing (even after they leave)
- They'll send you more clients
- They might come back when they hit their next evolution point

Your New Success Metrics

The old way of thinking: “How long can I keep them?” The new way of thinking: “How far can I launch them?”

The Bottom Line

Your job isn't to keep clients forever. It's to make them so damn good they could leave – but create such valuable conversations they choose to

stay.

Remember: If none of your clients are outgrowing you, you're either not pushing hard enough or you're playing too small.

And hey - maybe it's time for you to level up too. After all, your superstar clients aren't the only ones who can evolve.

Coach Case #21: When Your Client Needs a PhD in Something You Can't Spell

Your client just dropped a bomb: They want help with quantum cryptocurrency blockchain AI gardening. And you? You're still figuring out if cryptocurrency needs watering.

Welcome to the "I have no clue what you're talking about but I'm professionally obligated to help" zone.

The Moment of Truth

Picture this: Your client's talking, words are coming out of their mouth, and you're nodding while secretly Googling under your desk. We've all been there.

Signs you're in over your head:

- You're considering a career change mid-session
- Their industry jargon sounds like a foreign language
- You're wondering if "fake it till you make it" applies to coaching certifications
- Your most frequent thought is "Well, this is new"

Your Options (Besides Faking a Power Outage)

1. The Honest Hustle

Tell them straight up: “This isn’t my rodeo, but I’m curious enough to learn.”

What it sounds like: “Sarah, I know as much about blockchain as I do about penguin mating rituals. But if you’re willing to teach me while I coach you, we might both learn something wild.”

2. The Tag Team

Bring in an expert while keeping your coaching hat on.

Think of it like this:

- You’re the life coach
- They’re the technical wizard
- Together you’re the client’s personal Avengers team

3. The Temporary Transfer

Hand them off to someone else for a bit. Yeah, it stings. But so does pretending you know things you don’t.

How to do it without looking like you’re dumping them: “Jim, I know someone who eats quantum physics for breakfast. How about you work with them for a month while we keep our regular sessions going?”

4. The Knowledge Sprint

Want to become an expert? You can. Just don’t pretend you already are.

The real talk version: “This is new territory for me. I’m going to spend the next few months getting up to speed. Want to learn together?”

What Not to Do

Don’t:

- Pretend you know things (they’ll catch you, and it’ll be awkward)

- Wing it with half-baked Google knowledge
- Try to change their goal to fit your expertise
- Quote Wikipedia as if you wrote it

The Smart Coach's Playbook

Step 1: Get Curious

Questions that make your ignorance look good:

- “Tell me more about that – I’m fascinated”
- “What makes this area crucial for you?”
- “How would you explain this to a smart 5th grader?”

Step 2: Set Clear Boundaries

Say this: “I’m not your guru on [technical thing]. I’m your coach for [what you actually do]. Let’s figure out how to get you both.”

Step 3: Make a Plan

Options to throw at them:

1. Split sessions between coaching and expert consultation
2. Build a dream team of supporters
3. Create a learning timeline together

The Plot Twist

Sometimes not knowing is your superpower. You ask better questions when you’re actually curious. You spot basics they’re missing because they’re too deep in the weeds.

The Bottom Line

You're not Google. You're not Wikipedia. You're definitely not ChatGPT.

You're a coach.

Your job isn't to know everything - it's to help clients think better about anything. Even quantum cryptocurrency blockchain AI gardening.

Just make sure they water it properly.

Coach Case #22: When Your Client's Life Hits DEFCON 1

Sometimes a client walks in with a problem that makes your stomach drop. Not the “I hate my job” kind of problem. The “my world is literally falling apart” kind.

Here's how to coach when there are no good answers.

The Heavy Stuff: Health Crises

Your client just got news that changed everything. The kind of news that makes career goals and relationship drama seem trivial.

What works:

- Ask them straight up: “What do you need from me right now?”
- Match their energy level. If they're calm, be calm. If they're freaking out, a zen master impression won't help
- Notice where they are in the process: shock, denial, anger, bargaining, acceptance. Meet them there

What doesn't:

- Playing doctor (that's a quick way to get sued)
- Pushing your spiritual wisdom on them
- Acting like everything's fine

- Pretending you know how they feel (unless you actually do)

The Money Pit: Bankruptcy

Nothing says “rock bottom” quite like financial ruin. But here’s the plot twist: Sometimes rock bottom is solid ground to build on.

What your client needs:

- A reality check without the shame spiral
- A bankruptcy lawyer who doesn’t suck
- Someone who won’t judge them for driving their financial car into a ditch

Your job:

Help them autopsy the disaster

- Was it overconfidence?
- Too many shiny ideas, too little execution?
- Life got expensive while they weren’t looking?

Turn this mess into a master class

- What’s the lesson?
- What patterns need breaking?
- What habits need burning?

The Endless Hamster Wheel: Paycheck-to-Paycheck Living

Your client’s making decent money. It just evaporates before hitting their bank account. They’re tired of eating ramen while their friends post Instagram pics from Bali.

Five ways to break the cycle:

1. The Stealth Wealth Build

Make saving money boring:

- Auto-deduct 10–20% before they see it
- No ATM access to savings
- What they don't see, they won't spend

2. The Lifestyle Haircut

Not a trim. A buzz cut:

- Cut expenses by 30–80%
- Yes, that hurts
- Yes, they'll resist
- Yes, it's necessary

3. The Side Hustle Sprint

More money = more options:

- Consulting
- Gig work
- That weird thing they're good at
- Anything legal that pays

4. The Brain Investment

Education that actually pays off:

- Skills that companies want
- Certifications that matter
- Training that turns into money

5. The Backdoor Approach

Sometimes money problems aren't about money:

- Fix their integrity, their wallet follows
- Build better habits, better decisions show up
- Design a simpler life, expenses naturally drop

The Hard Truth About Impossible Situations

Some problems don't have solutions. They have survival strategies.

Your job isn't to:

- Fix everything
- Have all the answers
- Make false promises
- Pretend it's not that bad

Your job is to:

- Be real
- Stay steady
- Hold space
- Keep showing up

The Bottom Line

When your client's facing impossible odds:

1. Get real about what you can and can't do
2. Know where your expertise ends
3. Build a network of experts you trust
4. Be the steady hand they need
5. Remember: Sometimes "impossible" just means "not possible"

yet”

And yes, keep getting paid. You can't help anyone if you go broke doing it.

Coach Case #23: Coaching The Really Hard Stuff

Sometimes life doesn't just rain – it pours. Then floods. Then releases the kraken. Here's how to coach through storms that feel permanent.

Trapped in a Bad Marriage (With Kids and Empty Pockets)

News flash: People don't change until the pain of staying the same hurts more than the pain of change.

What you're really dealing with:

- Financial handcuffs
- Tiny humans who need stability
- Years of “this is just how it is” programming
- Fear masquerading as comfort

Reality Check:

- Progress moves like a glacier (slow but unstoppable)
- Most clients need 12-24 months just to build escape velocity
- Your job? Water that seed under the soil

Signs they're actually ready:

- They called you (not their spouse's idea)
- They're scared but determined
- They're done with excuses
- They've hit their "screw this" threshold

No Education, No Money, No Clue

Plot twist: A degree isn't always the answer. Sometimes it's just expensive wallpaper.

Two paths forward:

The Entrepreneurship Express

For clients who:

- Can't sit still in meetings
- See problems as dollar signs
- Would rather die than work in a cube
- Have more dreams than degrees

The Performance Path

For clients who:

- Need quick wins
- Work harder than they complain
- Don't mind hearing "no"
- Want pay based on results, not resume

Hint: Sales jobs can be money printing machines for the right people.
No degree required.

The Hard No's: When to Walk Away Addiction

- Not your circus
- Not your monkeys
- Not worth the lawsuit
- Not equipped to help

Your only move: Point them to professionals who specialize in addiction. Then step back.

Mental Health Red Flags

Your client needs a therapist if:

- Anxiety's eating them alive
- Depression's running the show
- Fear's calling all the shots
- Progress keeps hitting the same wall

You can be part of their support team – just not the captain.

HIV/AIDS: The Reality Check

The brutal math:

- There's no cure
- Life changes overnight
- The emotional rollercoaster is real
- Support systems matter more than ever

The plot twist:

- Medical science is miles ahead of where it was
- Quality of life can be amazing
- Some people turn this diagnosis into rocket fuel

- Life gets different, not necessarily worse

Your Coaching Compass

Remember:

1. You're not their savior
2. You're not their therapist
3. You're not their miracle worker
4. You're their coach

That means:

- Hold space for growth
- Know your limits
- Build a referral network
- Stay in your lane
- Keep showing up

The Bottom Line

Some problems don't need solutions. They need time, support, and someone who won't run away when things get ugly.

Be that person. Just make sure you know where your job ends and someone else's begins.

And for the love of all things holy, get liability insurance.

Coach Case #24: When Your Client's Life Feels Like a Dead End

Your client's stuck between a rock, a hard place, and their mother-in-law's opinions. They've tried everything except what works. Here's how to help without making things worse.

The Truth About Being Stuck

Here's something they don't teach in coaching school: Being stuck is like having a bad haircut – there's usually a good reason for it, and pushing too hard just makes it worse.

What's really happening when clients get stuck:

- Their body's hitting the brakes (smart body!)
- Their gut's screaming “nope” (wise gut!)
- Their brain's running the same broken script (stubborn brain!)

Why Pushing Doesn't Work

Picture trying to help a cat out of a tree. Push too hard and you'll get:

- One angry cat
- Several new scars
- A cat that's now even higher in the tree

Same goes for stuck clients.

What Actually Works

1. The Side Door Approach

Can't get through the front door? Try the window:

- Build momentum in unrelated areas
- Create small wins elsewhere
- Let success in one area spill into others

2. The Missing Ingredient Hunt

Sometimes being stuck is like trying to bake bread without yeast:

- What information are they missing?
- Which skill needs upgrading?
- What support do they need?
- Who's not in their corner?

3. The Integrity Check

Sometimes we're stuck because we should be:

- Are they trying to force something that's wrong for them?
- Is their body smarter than their ambition?
- What truth are they avoiding?

Signs Your Client's Actually Ready to Move

They:

- Stop explaining why they can't
- Start asking "what if?"
- Get that gleam in their eye
- Make peace with being uncomfortable

The Stuck Client's Toolbox

Tool #1: Bookending

Like training wheels for action:

- Call before they do the scary thing
- Do the scary thing
- Call after to celebrate (or commiserate)

Tool #2: The Momentum Game

Start where it's easy:

- Clean their desk
- Update their LinkedIn
- Buy new socks
- Anything that creates movement

Tool #3: The Permission Slip

Sometimes they just need to hear:

- "It's okay to be stuck"
- "You're not broken"

- “This is part of the process”
- “Take your time”

Plot Twist: Being Stuck Isn't Always Bad

Sometimes being stuck is like your car's check engine light:

- It's annoying
- You want to ignore it
- It's probably important
- It might save you from disaster

When to Just Be There

Sometimes your job isn't to fix anything. It's to:

- Hold space
- Listen well
- Stay present
- Not make it worse
- Keep the door open

The Bottom Line

Being stuck isn't a coaching failure. It's not even a client failure. It's often just life's way of saying “Wait a minute, something needs attention here.”

Your job isn't to unstick them. It's to help them figure out why being stuck might be the smartest thing they're doing right now.

And maybe buy them better socks. Never underestimate the power of good socks.

Coach Case #25: When Your Client Makes Your Eye Twitch

Let's talk about that client. You know the one. They show up late, mansplain your job to you, and somehow make everything about their ex's new haircut. Your inner zen master is screaming into a pillow.

The Ugly Truth About Annoying Clients

Here's the part that stings: If someone's getting under your skin, it's probably about you.

(I'll wait while you finish rolling your eyes.)

Sure, they might be genuinely irritating. But your reaction? That's your baggage showing.

Why They Push Your Buttons

Your client might be:

- A carbon copy of your know-it-all sister
- Living your abandoned dreams
- Making mistakes you've worked hard to fix
- Reminding you of past-you (ouch)

Your Options (Besides Faking Bad WiFi)

1. Level Up Your Tolerance

Time to grow bigger than your reactions:

- Notice what sets you off
- Ask yourself why it bugs you so much
- Wonder what life lesson's hiding in there
- Consider therapy (seriously, it helps)

2. Call It Out (Without Being a Jerk)

Phrases that won't get you fired:

- "I notice something interesting happening..."
- "Can I share an observation?"
- "Here's what I'm seeing in our sessions..."
- "I'm curious about this pattern..."

3. Ask for Changes (Like a Pro)

Instead of: "Could you not?" Try:

- "What if we tried something different?"
- "How else could you handle that?"
- "Want to experiment with a new approach?"
- "Ready to shake things up?"

The Permission Slip You Need

It's okay to:

- Not love every client
- Feel annoyed sometimes
- Need a break
- Set boundaries

- Fire clients who drain your soul

Signs It's You, Not Them

You might need to check yourself if:

- Everyone reminds you of your ex
- You're triggered by success
- Their personality quirks feel personal
- You're projecting faster than an IMAX

Signs It's Them, Not You

Time to have "the talk" when:

- They consistently cross boundaries
- Their behavior affects your other clients
- You need a drink after every session
- Your professional growth is stunted
- Your rates mysteriously triple when they try to book

The Emergency Toolkit

When you're about to lose it:

1. Take a breath
2. Remember they're paying you
3. Channel your inner anthropologist
4. Get curious instead of furious
5. Focus on their potential, not their personality

Sometimes the clients who drive you nuts are your greatest teachers.

They're like personal growth boot camp – uncomfortable, challenging, and weirdly effective.

The Bottom Line

You've got three choices:

1. Grow past your triggers
2. Have the hard conversation
3. Fire them (gracefully)

Pick one. Your eye twitch will thank you.

Remember: You're a coach, not a saint. It's okay to be human. Just be professional about it.

And maybe keep a stress ball handy. The squishy kind. With googly eyes.

Coach Case #26: Your Client's Got 99 Self-Help Books (And Change Ain't One)

Meet your client: They've got Tony Robbins on speed dial, their bathroom's wallpapered with affirmations, and they can quote "Think and Grow Rich" backward. Just one tiny problem - their life looks exactly the same as it did three vision boards ago.

The Three Flavors of Self-Help Junkies

1. The Information Hoarder

- Buys every book
- Attends every seminar
- Takes endless notes
- Changes nothing

Think of them as someone who keeps buying cookbooks but never turns on the stove.

2. The Potential High Chaser

They're addicted to:

- The rush of possibility

- The next big breakthrough
- The perfect morning routine
- Everything except the actual change

It's like they're planning an epic road trip but never leave their driveway.

3. The Affirmation Lifeline Grabber

- Uses quotes like armor
- Treats positivity like a shield
- Avoids reality at all costs
- Has a Pinterest board full of inspirational sunsets

They're trying to build a house starting with the roof.

Why They Do This (And Why It's Not Working)

Here's the thing about self-help addiction:

- Knowledge feels like progress
- Inspiration feels like action
- Planning feels like doing
- None of it is actual change

It's like trying to get fit by watching workout videos while eating chips.

Your Coaching Battle Plan

Strategy #1: The Mirror Hold

Show them what they're doing:

- "I notice you've quoted five gurus in ten minutes"

- “That’s a great Tony Robbins line. What’s yours?”
- “How many seminars equal one real change?”

Strategy #2: The Reality Check

Questions that cut through the fluff:

- “What if we banned quotes for one session?”
- “Could you try being uninspired for a week?”
- “What’s scarier – failing or actually trying?”

Strategy #3: The Redirect

Turn theory into practice:

- “Let’s do one tiny thing instead of planning ten big ones”
- “What if we made this boringly practical?”
- “Can we turn down the inspiration and turn up the action?”

Signs You’ve Got a Self-Help Junkie

They:

- Have a guru for every occasion
- Think manifestation beats math
- Use an “abundance mindset” to justify bad decisions
- Consider “vibes” a business strategy

The Intervention Toolkit

For Information Addicts:

- “Let’s try learning fast”
- “What if knowing less meant doing more?”
- “Could you teach what you already know?”

For Potential Chasers:

- “What’s the smallest possible win?”
- “Can we make this less exciting but more real?”
- “What if average action beats perfect planning?”

For Affirmation Addicts:

- “What truth are these quotes hiding?”
- “Could we try raw reality for 5 minutes?”
- “What happens if we turn down the positivity?”

The Bottom Line

Half of your clients will:

- See the light
- Drop the quotes
- Do the work
- Make real change

The other half will:

- Find a new coach
- Buy another course
- Keep chasing the high
- Quote Brené Brown about it

That’s okay. You can’t help someone who prefers the map to the journey.

Your job isn’t to stop them from buying self-help books. It’s to show them that doing beats dreaming every single time.

And maybe suggest they try therapy. Sometimes that vision board is

just covering up a crack in the wall that needs real fixing.

Coach Case #27: When Your Client Thinks You're Their Soulmate

Your client just sent flowers to your office. Again. And they're wondering if you'd like to "grab dinner sometime to discuss goals." Sure, buddy. Goals.

Let's talk about what to do when professional boundaries start looking more like suggestions.

The Warning Signs

Your client might be catching feelings if they:

- Text you random memes at midnight
- Know your coffee order by heart
- Send LinkedIn messages that read like love letters
- Keep trying to schedule sessions at wine bars
- Ask about your weekend plans (with that look in their eyes)

Why This Happens

Look, coaching gets personal. You:

- Listen better than their therapist
- Care more than their boss
- Understand them better than their partner

- Actually remember their cat's name

No wonder they're confused.

The “Not Your Soulmate” Toolkit

For the Subtle Crawler

When they're slowly crossing lines:

- “This works best when we keep it professional”
- “Let's stick to our scheduled sessions”
- “I save my social calendar for non-clients”
- “My boundaries help me serve you better”

For the Gift Giver

When they're getting generous:

- “I appreciate the thought, but I can't accept gifts”
- “My payment is our only transaction”
- “Your success is my favorite present”
- “Please donate to charity instead”

For the Direct Romeo

When they're straight-up flirting:

- “This feels inappropriate”
- “Let's reset our professional boundaries”
- “I only work with clients who respect my role”
- “Would you like a referral to another coach?”

The Prevention Plan

Start every client relationship with clear boundaries:

“Here’s the deal: We’re going to get close. You’ll tell me things your therapist doesn’t know. I’ll care about your success more than your mom does. But this is strictly professional – like a doctor who really gets you, not a friend who charges you.”

Red Flags You Can’t Ignore

Time to end things if your client:

- Won’t take no for an answer
- Keeps pushing despite clear boundaries
- Makes you feel uncomfortable
- Shows up uninvited
- Starts stalking your social media

The Nuclear Options

When subtle hints fail:

1. Written warning
2. Termination letter
3. Legal help
4. Restraining order
5. New phone number

The Bottom Line

You’re running a coaching practice, not a dating service. Being friendly doesn’t mean being friends. Being supportive doesn’t mean being available 24/7.

Your boundaries protect:

- Your professionalism
- Your energy
- Your safety
- Your business
- Your other clients

Remember: It's not mean to be clear. It's not rude to be firm. It's not personal to be professional.

And maybe turn off those Instagram notifications.

Coach Case #28: Your Client's Brain is an Idea Factory (But Nothing Ever Ships)

Meet your client: They've got enough brilliant ideas to fill a TED conference. Too bad they're allergic to finishing things.

Inside the Mind of an Ideapreneur

Picture a popcorn machine stuck on high:

- Ideas pop non-stop
- Each one feels amazing
- The floor's getting messy
- Nobody's eating the popcorn

Why They're Stuck

Your client lives in three imaginary worlds:

- Would World ("This would make millions!")
- Could Land ("We could change everything!")
- Should Valley ("Someone should really do this!")

Reality? That's for boring people who actually finish stuff.

The Hidden Truth

Here's what freaks them out:

- Real work isn't as fun as dreaming
- Failure hurts more than "what if"
- Done is scarier than perfect
- Customers might say no

Signs You've Got an Idea Factory on Your Hands

They:

- Start sentences with "You know what would be cool?"
- Have 17 half-built websites
- Think "execution" is something that happens to other people
- Call everything a "game-changing disruption"
- Start new projects while talking about old ones

Your Rescue Strategy

1. The Reality Check

Tell them straight:

- "95% of your ideas will die. That's normal."
- "Ideas are like puppies - cute but need training"
- "Being creative isn't special. Finishing is."

2. The Big Question

Ask them:

- "Want to be rich or just feel clever?"
- "Ready to be bored enough to succeed?"

- “Which idea are you willing to make ugly?”

3. The Support Triangle

Set up three non-negotiable guardrails:

Rail One: You

- Daily check-ins
- Zero tolerance for new ideas
- Brutal deadlines

Rail Two: The Reality Squad

- Real customers
- Honest feedback
- No yes-people allowed

Rail Three: The Finish Line

- Hard dates
- Public commitments
- Money on the line

The Daily Drill

Your client needs:

1. Morning check-ins
2. Afternoon reality slaps
3. Evening progress reports
4. Zero time alone with their thoughts

Emergency Interventions

When they start drifting:

- “Show me what you finished today”
- “How many customers said yes?”
- “Let’s burn your idea notebook”
- “What’s scarier – this project or failing?”

The Success Recipe

First win = future wins. Get them to:

1. Pick their least exciting idea
2. Make it small and ugly
3. Finish it completely
4. Make money from it
5. Feel the high of done

The Bottom Line

Your job isn’t to kill their creativity. It’s to turn their idea factory into a shipping department.

Remember: Ideas without execution are just expensive hobbies.

And maybe hide their sticky notes.

Coach Case #29: When Your Client Makes Martyrdom Their Side Hustle

Picture this: Your client's getting paid late (again), taking abuse from everyone who walks through their door, and smiling about it like they just won the lottery. Welcome to coaching the cheerfully cheerless.

What You're Really Dealing With

Not all self-sacrifice looks the same:

- The True Believer: "This suffering makes me holy"
- The Professional Doormat: "Walking all over me is a public service"
- The Martyr Extraordinaire: "My misery is my mission"

The Tricky Part

Here's where coaches often mess up:

- Trying to "fix" deeply held beliefs
- Playing amateur therapist
- Confusing religious conviction with low self-worth
- Assuming all self-sacrifice is bad

Signs Your Client's Gone Full Martyr

They:

- Thank people for treating them badly
- Consider a late paycheck a spiritual gift
- Turn abuse into “growth opportunities”
- Wear exhaustion like a badge of honor
- Think boundaries are for sinners

What Not to Do

Don't:

- Attack their beliefs
- Push your values
- Play savior
- Make them wrong
- Try to “wake them up”

What Actually Works

1. The Gentle Reality Check

Questions that make space for dignity:

- “What would respectful service look like?”
- “Does God want your bills paid late?”
- “Can you serve better from a place of strength?”

2. The Value Flip

Help them see how their sacrifice affects others:

- “How does running on empty help your congregation?”
- “What message does accepting abuse send to others?”
- “Who else pays the price for your martyrdom?”

3. The Middle Path

Find the sweet spot between service and self-respect:

- “Can you be both faithful and fairly treated?”
- “What if setting boundaries made you a better leader?”
- “How might self-care multiply your impact?”

The Coaching Dance

Your job is to:

- Honor their values
- Question their assumptions
- Respect their choices
- Plant seeds of possibility
- Stay in your lane

When to Back Off

Red flags that say “not your circus”:

- Deep trauma histories
- Clinical depression vibes
- Serious psychological stuff
- Cult-like situations
- Complex religious doctrine

The Bottom Line

You can’t save someone from their own salvation story. But you can:

- Show them other ways to serve
- Question the price of perpetual sacrifice

COACH CASES

- Suggest that maybe – just maybe – God’s cool with direct deposit

Remember: Some people need therapy, some need theology, and some just need permission to put their own oxygen mask on first.

And maybe suggest they read something besides the Book of Martyrs.

Coach Case #30 The Cheerfully Miserable Client: A Coaching Conundrum

Got this spicy question from a fellow coach:

“Help! My client is clergy who thinks getting treated like dirt is somehow holy. Late paychecks? ‘A blessing!’ Verbal abuse from the congregation? ‘Character building!’ And the kicker – they think they need to smile through it all. What’s a coach to do?”

Oh, this is too good. Let’s dig in.

First, let’s get real about self-sacrifice. Dictionary folks say it’s:

1. Putting others first, your needs last
2. Caring more about the team win than your own game

But what you’re describing? That’s not self-sacrifice – that’s being everyone’s welcome mat. Big difference.

Here’s the deal: I won’t coach either one.

Why not? Simple.

If someone’s gone full doormat, that’s therapy territory. Could I help? Probably. Should I? Nope. That’s like using a wrench to do brain surgery – wrong tool, wrong job.

Now, the self-sacrifice angle? That’s trickier. Because sometimes it’s actually... fine?

Think about energy sources. Some people run on toxic fuel – like those old jet skis that sound like angry mosquitos and leave an oil slick behind.

Others? They're Tesla-level clean energy. (Fun fact: Those noisy water toys are finally going quiet – thank you, environmental laws!)

We're all upgrading our personal energy sources. I know I am. Five years ago, I was running on premium drama. Now? Much cleaner fuel. Still got work to do, but I'm moving at my pace, not someone else's.

The coach's trap? Seeing a doormat and wanting to roll it up and shake some sense into it. Or spotting self-sacrifice and reaching for your superhero cape.

Don't.

Your job? Show them options. "Hey, did you know respect is actually on the menu? And paychecks can arrive on time – wild, right?" But the minute you start pushing your enlightenment agenda? You've crossed from coaching into preaching.

Does this mean we don't care? Please. We care like crazy. We educate, expand horizons, occasionally poke the mental beehive. But it's their life, their choice.

Just because you used to be Captain Doormat doesn't mean you need to save every other doormat you meet. Support them? Yes. Love them? Absolutely. Try to convince them? Hard pass.

Remember this: People stick with what they know until something better comes along. As coaches, we're idea merchants, not arm-twisters.

Last thought: Sometimes what looks like self-sacrifice to us might actually be transcendence for them. What we see as abuse, they might experience as growth.

Wild, right? But that's coaching for you – never quite what it seems on the surface.

Coach Case #31 - The Case of the Vanishing Client

“Help! My client keeps pulling a Houdini act. Goes radio silent for months at a time. No calls, no emails, nada. Then – poof! – they reappear, full of apologies... until the next disappearing act. Should I start checking their milk carton photo?”

Look, we’ve all been there. That moment when you’re staring at your phone thinking: “Did I say something wrong? Is it my coaching? Wait... do I have coach breath?”

But here’s the real deal.

Clients ghost for all sorts of reasons:

- They miss one session, feel awkward about it, and suddenly it’s been six weeks
- Something you said hit too close to home (good coaching does that)
- They’re serial ghosters – it’s just their thing with professionals
- Progress feels slower than molasses, so they hide
- Life’s doing its roller coaster thing (hello, depression and anxiety)
- Their to-do list is giving them the side-eye
- They’re coaching because they “should,” not because they want to
- Money’s tight but pride’s tighter
- Their goals have done a 180, and they don’t know how to tell you

- They're neck-deep in something else and coaching fell off the radar

So what's a coach to do? Here are five ways to handle your disappearing act:

- Roll with it. Some coaches just shrug and say, "That's their style." No drama.
- Get paid upfront. Set up automatic payments so you're not left hanging. (But know when to stop charging - nobody wants that lawsuit.)
- Ditch the calendar. More coaches are going schedule-free. It's like Netflix for coaching - watch/coach when you want.
- Three strikes rule. Give clear warnings, then wrap it up. (But do it properly - ghost them back and you might hear from their lawyer.)
- Spell it out early. Put your "vanishing client policy" in your welcome packet. Because everyone leaves eventually - might as well have a plan for it.

Bottom line? Respect their humanity. Sometimes life gets messy. Sometimes people need space. Sometimes they're just not ready.

Coach Case #32 - The Gremlin That Won't Quit: A High-Achiever's Nightmare

Got this head-scratcher from a corporate coach:

"Got a client – CFO, mid-30s, crushing it with a six-figure salary. Smart as a whip, ready to level up. We've made killer progress over 10 months, but now? We're stuck. She's frustrated I won't 'fix' her problem.

Here's the thing: She's got this Gremlin. You know the type – 'I'm terrible,' 'I should be better,' 'I'm not far enough along.' Zero evidence for any of it. But that voice? Won't shut up.

Plot twist: Daddy issues. Never good enough for him growing up. I'm thinking this needs a therapist, not a coach. I've hit pause until she gets help. Am I right?"

Oh boy. This one's spicy. Here's how I'd play it:

First, drop some truth bombs:

Dad-daughter stuff? It's messy. Sometimes it gets fixed. Sometimes it doesn't. Welcome to being human.

Nobody feels "good enough." Seriously. Nobody. Even Beyoncé probably has moments.

That internal wrestling match your client's having? That's not a bug – it's a feature. Especially for someone used to getting all the answers served on a silver platter.

But before you shove her toward therapy, ask these four questions:

“Even though your inner critic’s working overtime, are you still getting value from our sessions? How?”

“Is this voice actually hurting your life? Enough to talk to someone who specializes in shutting it up?”

“Real talk: Have you cast me as Dad 2.0? If yes, how do we rewrite that script?”

“Can you handle feeling uncomfortable while we figure this out? Because that’s where the good stuff happens.”

Should you stop coaching until she’s on a therapist’s couch? Tricky. Usually, I’d say yes if someone’s stuck in cement – can’t move forward no matter what. But this client? She’s crushing it, Gremlin and all.

My take? If she gives solid answers to those four questions, keep going. The Gremlin might always be there, muttering in the corner. But maybe that’s not the disaster we think it is.

Because here’s the real truth: Sometimes the most successful people aren’t the ones without Gremlins – they’re the ones who’ve learned to work with theirs.

Now that’s a coaching conversation worth having.

Coach Case #33 - Red Flags: When Your Client's Life is in constant state of alarm

Got this spicy situation from a coach whose client is... well, let's just say she's juggling chainsaws while riding a unicycle through a tornado.

The scene:

40-something woman, living with parents, unemployed. Sweet person. But her life? It's like watching all your Netflix dramas play out at once.

Last session's greatest hits included:

- Empty bank account (thanks, unemployment!)
- Medical drama (ovarian cyst)
- Drinking problems with a side of broken promises
- Weight issues
- Can't quit the "meh" boyfriend because... reasons
- Career confusion cherry on top

Our coach asks: "How do I support her through this mess?"

My answer? You don't.

Look, I counted five red flags. FIVE. That's not a warning - that's a parade.

Here's the brutal truth: Coaching isn't therapy. We're here to help people chase wild dreams and crush goals, not untangle deep-seated issues that need professional help.

Think of it this way: If someone walks into your mechanic shop with their car on fire, you don't offer to rotate their tires. You call the fire department.

Same here. This isn't a coaching situation - it's a cry for help that needs licensed professionals.

Sure, your heart's in the right place. Mine would be too. But taking this on? That's like trying to put out a forest fire with a water pistol.

Want to help? Be her friend. Better yet, be her friend who knows some great therapists.

Because sometimes the best coaching move is knowing when not to coach at all.

P.S. Keep those therapist referrals handy. Trust me, you'll need them again.

Coach Case #34 -When Your Client Thinks You Suck (But Won't Leave)

Got this beauty from a frustrated coach:

“Help! My client and I might as well be speaking Klingon to each other. Every week: Same dance. We set goals, make plans, brainstorm solutions. I email her a neat little list of action items. She ignores them completely.

Then comes the weekly finale: ‘I wish you’d give me more specific tips and strategies.’

Um... what do they think we’ve been doing for the past hour?”

Oh, this is delicious. Let’s crack it open.

First up: You’re not crazy. Your coaching playbook looks solid. For most clients? Perfect. For this one? Not very useful.

Here’s the real story: You’ve been cast in the role of Disappointed Parent in this little drama. Your client? They’re playing an Oscar-worthy performance of “Can’t Catch Me!”

And guess what? They’re winning. Because they wrote the script.

Think about it: They complain about wanting more specific tips (which you’re already giving), don’t do the homework (which they asked for), then blame you for not helping enough.

Classic case of “I want you to fix me but I won’t let you fix me because then I can’t complain about not being fixed.”

So what’s the move?

1. Burn the homework. Seriously. If they’re not doing it anyway, why keep setting yourself up for disappointment? Some clients need inspiration, not assignments.
2. Get real with them. Not finger-pointing real, but “let’s talk about what’s really going on here” real. Try this wild card: Ask them to coach YOU.

Yes, you read that right.

For the next three sessions, whenever they bring up an issue, flip the script: “How would YOU coach me through this?” Make them your GPS. Follow their exact directions. Then ask: “Did I do what you wanted?”

Here’s the uncomfortable truth: About 15% of clients hire coaches just to have someone to complain to. They say they want change, but they’re secretly in love with their problems. It’s like carrying around a security blanket made of stress.

The real problem? You care more about their success than they do. And that, my coaching friend, is a game you’ll never win. Time to change the rules – or find a new game entirely.

Coach Case #35 - When Your Client Has a “Great Idea” (That’s Going Nowhere)

Got this gem from a coach:

“My client’s got this program – used to be woo-woo stuff, now it’s corporate cool. She wants to market it, but every time I ask about target clients or benefits, she goes full fog machine. It’s like trying to nail jello to a wall.”

Oh honey. Your client doesn’t need marketing help. She needs a reality check.

Here’s why:

Right now, everyone and their dog is creating a “life-changing program.” It’s the new sourdough starter. But there’s a Grand Canyon-sized gap between “cool idea” and “proven system that actually works.”

No wonder your client’s dodging specifics like Neo dodges bullets. She’s probably got a Pinterest board full of dreams but hasn’t done the dirty work of building something real.

Want to help? Stop treating this like a marketing problem. It’s not. It’s a development problem wearing a marketing costume.

Try this instead: Make your coaching calls her development lab. Stop expecting homework (it’s not happening) and start building this thing

together, live.

Think of it like an old Indy 500 car – remember how the pit crew had to physically push those beasts back onto the track? Your client needs that push. She's stuck in neutral, dreaming about the finish line.

Here's your roadmap:

1. Nail Down the Big Why

Get her to finish this sentence: "I believe [insert wild theory here] and here's why it matters..."

Example: "I believe most coaches are doing it wrong, and I can teach them to do it right in 90% less time."

(That's either brilliant or bonkers – but at least it's specific.)

2. Find the Secret Sauce

What makes this thing tick? What are the non-negotiables that make it work?

Like attraction: You can't just say "be attractive." You need specific principles. "Add value for kicks and giggles." "Get ruthlessly selfish." "Stop waiting around."

3. Show Them the Money

Not the theoretical "this could change lives" stuff. Real benefits. From real people.

Like: "I used to dread client calls. Now I can't wait for them." Or "I stopped interrogating clients and started getting curious. They opened up immediately."

Get her to run this thing with some guinea pigs. Nothing polishes a program like actual humans trying to use it.

Your client's stuck because she's trying to sell the movie before she's

written the script.

Your job? Help her write it.

And maybe remind her that even Star Wars had test screenings.

Coach Case #36 - The “Are We There Yet?” Client

Got this classic from a coach dealing with a dreamer:

“My client’s like a kid on a road trip – all they care about is the destination. Zero interest in the journey. They’re living in tomorrow while barely acknowledging today. Between bursts of ‘This is gonna be AMAZING!’ they occasionally let slip how they might actually get there. I try to grab those crumbs and turn them into actionable steps.”

Here’s the plot twist: Your client isn’t ignoring the present – they’re living in their own version of it. Their “now” is just... future-flavored.

And you know what? That might not be the disaster you think it is.

Look, I get it. Your coaching instincts are screaming “Reality check! Strategy! Action steps!”

But let me drop some details here:

1. Goals are sneaky little devils

Remember that client who ignored all your perfectly crafted action plans... and still crushed their goals? Yeah, me too. Turns out success doesn’t always follow our neat little roadmap. Sometimes it takes the scenic route.

2. Professional Daydreamers Anonymous

Some people live in La La Land. And guess what? They're having a blast! While we're obsessing over KPIs and milestones, they're floating around in possibility-land... and sometimes that's exactly where they need to be.

3. The "Can't Have Nice Things" Club

Ever notice how some people win the lottery and end up broke? That's a "havingness" problem - they literally can't hold onto good stuff. It's like trying to fill a bucket with a hole in it. Sometimes therapy fixes it. Sometimes just pointing it out is enough to make the light bulb go on.

4. The Could-to-Can Bridge

Most folks hire coaches to turn their "someday" into "today." That gap between dreaming and doing? It's not a character flaw - it's a muscle that needs training. Like hiring a gym buddy to make sure you actually show up for leg day.

Here's your move: Send them this list. Seriously. Stop playing detective with their motivation and let them tell you which one fits.

Because here's the real secret: Trying to force your client into your version of "realistic" is about as effective as herding cats with a vacuum cleaner.

Instead, show them these different flavors of future-focused thinking and let them pick their poison. Then you can actually help them - on their terms, not yours.

Sometimes the best coaching happens when you stop trying to fix the dreamer and start helping them build better dreams.

Coach Case #37 - The Client With No Vision (Or: How to Coach Someone Who Lives for 5pm)

Got this spicy one from a coach:

“Help! My client has zero vision. Like, none. Can’t see past happy hour, let alone next week or next year. What’s a coach to do?”

Oof. Welcome to the human condition, friend.

Here’s the thing about vision coaching – usually we’ve got this neat little formula:

- Spot a cool trend (bonus points if you’re early)
- Follow it to its logical conclusion
- Start living like you’re already there

Boom. Instant visionary.

But that only works if your client gives a damn about... well, anything. So let’s get real about why people stay stuck in their 5pm bubble:

- Sometimes it’s pure inertia – nothing better has come along
- Maybe they’re swimming in a toxic reward system
- Could be running on an operating system that needs a serious update
- Or they’re hanging with dream-killing zombies who drag them down

- Possibly they just don't know what they don't know

But before you go all Tony Robbins on them, check yourself:

Is this about YOUR obsession with vision?

(That's called preaching, and nobody likes a preacher.)

Or are you genuinely curious if they might dig this vision thing if someone showed them how?

(That's coaching. Big difference.)

If you still want to poke the bear, try these questions:

- "What's so magical about 5pm? Your job that soul-crushing?"
- "Ever had a dream? Like, ever?"
- "Anyone ever ask you what you want to be when you grow up... besides tired?"
- "What would it take to make you actually excited to get out of bed?"

But here's the plot twist: Maybe they don't need a vision. Maybe their 5pm focus IS their vision. Maybe your job isn't to make them see further - it's to help them see clearer.

Because sometimes the best vision is just making it to happy hour.

And that's okay too.

Just make sure you're not trying to fix something that isn't broken just because it looks different from your version of success.

Remember: You can lead a horse to water, but you can't make them dream about becoming an oceanographer.

Coach Case #38 - The “I Want to Change But...” Client

Got this classic from a coach dealing with good intentions gone nowhere:

“My client talks big about change – more family time, less stress, career swap, the works. They’re all fired up... until real life kicks in. Then suddenly work/school eats everything. Help?”

Ah yes. The “I’ll start my diet tomorrow” of personal development.

Look, we’ve all been there. Client rolls in, dreams of transformation dancing in their eyes. They want:

- To actually see their kids while they’re awake
- To stop treating stress like a food group
- To kick their adrenaline addiction
- To make friends with their scale again
- To stop being Oscar the Grouch at work
- To find their desk under that paper avalanche
- To escape their soul-crushing job

They mean it. They really do. But somehow nothing changes. Or worse – it changes for a hot minute, then snaps back like a rubber band.

Here’s the secret sauce your client’s missing. Real change needs five

ingredients:

1. Willingness (The Real Kind)

Not that "I really want this" lip service. We're talking "I'll change everything - my thinking, my habits, my Netflix queue" level commitment. Most people say they're willing to change. Few are willing to be changed.

2. Readiness

You can be willing but not ready. Like wanting to run a marathon while sitting on your couch eating chips. Being ready means your life has room for this change. Right now.

3. Ableness

Sometimes we're willing and ready but lack the tools. Like trying to build IKEA furniture without the Allen wrench. You need the right skills, resources, or at least YouTube tutorials.

4. Havingness

This one's weird but crucial. Can you actually handle success? Some people win the lottery and end up broke in two years. Your emotional thermostat might be set to "struggling" and fight to stay there.

5. Desire

Not that lukewarm "it would be nice" feeling. We're talking burning, itching, can't-sleep-at-night desire. Either running toward something amazing or running away from something awful.

Here's the kicker: Most people fail at change because they're missing at least two of these. They've got the desire but not the tools. Or they're ready but not really willing.

So next time your client swears they want to change, run this checklist. Find the weak links. Because knowing where the chain breaks is half the battle.

The other half? That's up to them.

Because you can lead a horse to water, but you can't make it quit its energy drink addiction.

P.S. If they nail all five? Get out of the way. That's when magic happens.

Coach Case #39 - The “Everything’s On Fire!” Client

Got this beauty from a coach dealing with a crisis junkie:

“My client only moves when something’s burning down. Can’t seem to grasp the concept of, oh I don’t know, preventing the fire in the first place?”

Time to talk about energy sources, folks. Because we all get our kicks differently.

Think about it:

Some people run on:

- Conflict vs. peace (Team Chaos vs. Team Zen)
- Adrenaline vs. planning (Red Bull vs. Google Calendar)
- Hope vs. vision (Fingers Crossed vs. Master Plan)
- Reaction vs. response (Fire Fighter vs. Fire Inspector)
- Shoulds vs. wants (Other People’s Dreams vs. Actually Living)
- Push vs. pull (Drill Sergeant vs. Smart Design)
- Competition vs. collaboration (Lone Wolf vs. Wolf Pack)
- Past vs. present (Remember When vs. Right Now)
- Empty tank vs. full reserve (Running on Fumes vs. Premium Fill)

Here's the spicy truth: Your crisis addict? They might actually need those fires to feel alive.

It's like trying to get a thrill-seeker to enjoy knitting. Could they? Sure. Will they? Only if you replace that adrenaline rush with something equally juicy.

So here's your move: Ask if they're interested in upgrading their energy source. Not from regular to premium - we're talking from coal plant to solar array.

But (plot twist) - some clients love their chaotic energy buffet. They're the ones who:

- Write best papers the night before
- Crush sales quotas in the final hour
- Thrive when everything's falling apart

And you know what? That's their jam. Trying to change them is like trying to convince a cat to take scheduled naps.

Your job isn't to judge their energy source - it's to help them use it wisely.

Because sometimes the best coaching isn't about changing someone's fuel - it's about helping them build a better engine.

P.S. If they do want to change? Start small. Nobody goes from energy drinks to green tea overnight.

Coach Case #40 - The “Untapped Potential”

Client: A Coaching Comedy

Got this spicy question about underachievers, which might be like calling water “wet” – aren’t we all leaving some potential on the table?

Let me tell you a story from my temp agency days. Kelly Services had this brilliant policy: They’d only send me on jobs “beneath” my skill level. Why? Because nailing an easy job beats bombing a hard one.

Plot twist: I was literally getting paid to underachieve. And crushing it.

Here’s the thing about potential – it’s like trying to measure infinity. Nobody’s ever going to hit 100%. So why do we beat ourselves up about using 10% vs 50%? It’s like being mad at yourself for not visiting every country when you haven’t left your state.

But let’s get real about “achievement”:

- Some folks couldn’t care less about climbing corporate mountains. They just want to be happy. And guess what? That’s valid
- Others get high on hitting goals. Their idea of fun is crushing quotas. Also valid.
- More and more people are ditching the “work now, joy later” mindset. They want the whole enchilada – meaning AND fun. Right

now.

Remember when work was supposed to be serious? Yeah, that's dying faster than fax machines. Welcome to the age of "if it's not fun, I'm done."

Here's my confession: I used to be That Coach. You know the type – seeing "wasted potential" everywhere, trying to save clients from their "mediocre" lives.

God, I was insufferable.

Want to know how many clients stuck around? About as many as people who finish their New Year's resolutions.

Because here's what I missed: My job isn't to turn everyone into overachievers. It's to help them figure out their version of awesome.

- Sometimes that means running a Fortune 500 company.
- Sometimes that means running a food truck.
- Sometimes that means running away to join the circus.

All equally valid.

Because maybe the real achievement isn't reaching your full potential – it's being at peace with wherever you are.

P.S. If you're a fellow coach reading this, stop trying to save people from themselves. It's exhausting, and nobody's hiring you to be their potential police.

Instead, be the person who helps them write their own definition of

success. Even if that definition includes afternoon naps.

Especially if it includes afternoon naps.

Coach Case #41 - The “Everything Sucks” Client: A Survival Guide

Got this SOS from a coach:

“My client’s so negative they make Eeyore look like Tony Robbins. Can’t see what’s good about life. Now they’re turning ME into Oscar the Grouch. Help!”

Oh, buckle up buttercup. We’re about to dive into the messy world of chronic negativity.

First up: Stop trying to force-feed them optimism. That’s like trying to cure a hangover with more tequila – it only makes things worse.

Instead, get curious. Not fake-therapist curious. Real curious. Because nobody wakes up one day and decides to become a rain cloud.

Here’s your negativity cheat sheet (aka why people turn into human thunderstorms):

Family Flavor

– Grew up in House Negativity? That’s their normal. Some families collect grudges like Pokemon cards.

The Company You Keep

- Hanging with Debbie Downers? That stuff's contagious. Like yawning, but with complaints.

Life's Cheap Shots

- Discrimination? Rejection? Getting passed over because of your age/race/zip code/bank account? Yeah, that'll do it.

Dreams Gone Splat

- Sometimes life hands you lemons. Sometimes it pelts you with them.

The Sensitive Souls

- Some people feel everything at volume 11. No emotional armor. Life hits different when you're running without bubble wrap.

Powerless Rangers

- Can't change your situation? Welcome to Criticism Town - population: your client.

The Clueless Club

- Sometimes people don't know there's a way out. Like being stuck in a dark room, not knowing there's a light switch.

Money Misery

- Two jobs at minimum wage while watching Instagram influencers buy islands? That'll make anyone bitter.

The Brain Chemistry Band

- Sometimes it's not attitude, it's biology. Keep those therapist numbers handy.

Fear in Disguise

- Sometimes "everything sucks" really means "everything scares me."

Life's Foundation Cracks

- No boundaries? Low standards? Life's a mess? Hello, negativity my old friend.

The Integrity Gap

- Not living your truth? That bitterness has to go somewhere.

The Entertainment Factor

- Plot twist: Some people ENJOY being negative. Watch their face when they complain - there's often a tiny smirk.

So what's a coach to do?

1. Check if they actually want to change (Spoiler: Many don't)

2. Check your own baggage (If negativity makes you twitchy, that's a YOU problem)
3. Level up your tolerance (Maybe it's time to expand YOUR comfort zone)

Remember: Your job isn't to turn Eeyore into Tigger. Sometimes it's about helping them be the best Eeyore they can be.

And if you can't handle their rain cloud? Tell them. Better to admit it than spend sessions secretly wanting to force-feed them gratitude journals.

Because here's the truth about negative clients: They don't need your sunshine. They need your understanding.

And maybe, just maybe, that's enough to help them find their own light.

P.S. If they're clinically depressed, don't play hero. That's what professionals are for. Know when to coach and when to refer.

Coach Case #42 - The “All Talk, No Walk”

Client: A Comedy in Infinite Acts

Got this classic from a frustrated coach:

“My client’s like a walking TED talk. Brilliant ideas, deep insights, quotes Brené Brown in their sleep. Only problem? They never actually DO anything. Help!”

Ah yes. The perpetual philosopher. The armchair expert. The person who can explain quantum physics but can’t make their bed.

Why do some people live in their head instead of the real world? Let’s break it down:

The Professional Dreamer

Some people collect ideas like others collect sneakers. Living in “what if” land isn’t their problem – it’s their hobby. And honestly? That’s fine. Until someone (looking at you, coach) tells them they should be “doing something” with all that knowledge.

The Perfectionist Paralysis

They know so much that being wrong would shatter their identity. It's safer to theorize about skydiving than to actually jump. Because what if all those YouTube tutorials didn't prepare them enough?

The Missing Why

They've got enough knowledge to start a university, but zero reason to use it. Like having a Ferrari and nowhere to drive it.

The Starter's Block

Some folks just need someone to push their car out of neutral. They're ready - they just need that initial shove.

The Mental Traffic Jam

Too many ideas, not enough exits. They're like a computer with 100 tabs open - technically running, but good luck getting anything done.

The Brain Rewiring Project

Here's the big one: Some people are literally rewiring their entire operating system. New thoughts, new beliefs, new ways of seeing the world. That takes time. Like, years. It's like trying to update Windows while also using Word - things might freeze up for a bit.

I used to get frustrated with these clients. "Why won't they just DO something?"

Now? I'm amazed they're even willing to think new thoughts. That's already huge.

Because here's the truth: Thinking new thoughts is step one. Doing new things is step two. Some people need more time in step one.

And that's okay.

Your job isn't to turn every philosopher into an entrepreneur. Sometimes it's just about helping them be a better philosopher.

P.S. Want them to act? Give them something tiny to do. Like, microscopic. Because sometimes the gap between thinking and doing isn't a gap - it's a canyon. And you build bridges one plank at a time.

Remember: Even Socrates had to learn to walk before he could do his famous wandering-while-thinking thing.

And he turned out okay.

Coach Case #43 - The “I’m Not Ready Yet”

Client: Fear Edition

Got this from a coach whose client’s confidence is playing hide and seek (mostly hide):

“My client’s smart, capable, and completely terrified. I try pushing harder, they clam up tighter than a stressed oyster. What gives?”

Let’s talk about confidence – that slippery little fish that’s either flopping around everywhere or nowhere to be found.

Why People Freeze Up:

The Newbie Factor

News flash: Being new at stuff is scary. Doesn’t matter if you were CEO of

Everything Else – new territory feels like walking into a party where everyone else got the dress code memo. You’ll find your groove, but it might take 2-10 years. Yes, really.

Fix: Stop trying to be good. Start trying to be curious.

The “Once Bitten” Club

Failed business? Fallen off horses? Heart broken into confetti? Yeah, round two feels like putting your hand back in the tiger’s mouth.

Fix: Check your motivation. Are you here for revenge or actual interest?

The “Can’t Afford to Fail” Crowd

Some people aren’t afraid of failure – they’re afraid of its price tag. Smart move, actually. Fear’s your body’s way of saying “Hey genius, something feels off here!”

Fix: Make the worst-case scenario your new best friend. Get cozy with it.

The Extra Sensitive Squad

Some folks feel fear like it’s in IMAX 3D with surround sound. It’s not just fear – it’s FEAR!!!! Their sensitivity dial goes to 11.

Fix: Get tested for the Super Sensitivity Gene. No joke. It explains so much.

The “Need a Hand” Bunch

Weekly coaching? Nice. But some people need real-time support. Like, “stay-on-the-phone-while-I-make-this-scary-call” support.

Fix: Set up coaching calls where they DO the scary thing, not just talk about it.

The "Missing Why" Club

Fear shrinks when purpose grows. Want proof? Compare "I'm starting a business" to "I'm creating something that will help millions." Different energy, right?

Fix: Find a mission bigger than your fear.

The Square Peg Society

Some people are scared because they're in the wrong spot. Like a fish trying to climb trees - of course they're nervous.

Fix: Stop forcing fits that don't fit.

The "Still Growing Up" Gang

Here's a fun fact: Some 50-year-olds haven't hit emotional adulthood yet. They're still waiting for permission to run their own lives.

Fix: Find someone who's crossed this bridge. Ask for their map.

Bottom line?

Fear's not the enemy - it's information. Your job isn't to push clients through it. It's to help them decode what it's saying.

And sometimes what it's saying is "Hey, slow down - you're trying to run before you've learned to crawl."

P.S. Want to help them build confidence? Start smaller than small. Think microscopic wins. Because confidence isn't built by giant leaps - it's built by tiny steps that actually work.

Coach Case #44 - The “Must Control Everything” Client: A Comedy of Errors

Got this from a coach dealing with a human stress volcano:

“My client’s losing friends, missing opportunities, and burning out faster than a cheap candle... but won’t loosen their death grip on control. Help?”

First up: Let’s make sure we’re actually dealing with a control freak and not just someone with standards higher than a giraffe’s ears.

Could be they’re:

- A perfectionist (the healthy or “my therapist is concerned” variety)
- Someone with sky-high standards
- Just wired differently than the rest of us
- Seeing a bigger picture we’re missing

But if they’re genuinely trying to micromanage life itself, let’s dig into why:

The Fear Factor

- Can't let go because control equals safety
- Actually sees all the ways things could go wrong (lucky them!)
- Nothing better to do than police everyone else's existence
- Their whole identity is "The One In Charge"
- Never learned there's an easier way to live
- Created their own problem by hiring people who need constant supervision (congrats, you're now both the arsonist AND the fire-fighter)

Want to help them loosen the grip? Try these conversation starters:

The "Make Them Think" Hit List:

- "How long can you keep this up before you snap?"
- "What if failure wasn't actually the end of the world?"
- "Why does this matter so much it's worth losing sleep over?"
- "Are you in panic mode or is this your normal Tuesday?"
- "Who taught you this was the only way to live?"
- "What would happen if you just... let people be people?"
- "Is perfection really worth your sanity?"
- "What if none of this actually matters as much as you think?"

Here's the truth: Small changes won't cut it. Control freaks need a complete paradigm shift. Like trying to convince a cat it doesn't need to knock everything off the table - you're fighting years of hardwiring.

The secret? Help them see control isn't power - it's prison.

Because nothing says "I'm not actually in control" quite like needing

to control everything.

P.S. Sometimes the most controlling move is learning to let go.

And maybe, just maybe, that's the only control they really need.

Coach Case #45 - The “Reality is Optional” Client: A Field Guide

Got this beauty from a coach with an... interesting situation:

“My client’s head is so far in the clouds they need oxygen. Super sensitive, spiritually ‘aware,’ zero structure, and bouncing between psychic genius and complete naiveté. What’s a down-to-earth coach to do?”

Oh, these clients. Living in ZIP code Nirvana, where problems are just bad vibes and success means manifesting your best life through crystal energy.

(And yes, I might be a tiny bit jealous of their perpetual optimism.)

Here’s how to coach someone who thinks reality is more of a suggestion:

First: Check Their Operating System

Are they running on Pure Possibility™ or just allergic to practicality? Some people think being grounded is spiritual treason, like having a savings account, which means you don’t trust the universe enough.

The Reality Check (Without Bursting Their Bubble)

Have The Talk™. You know, the one where you delicately point out that their approach to success is... unique. Not incorrect. Just unproven. Like attempting to pay rent with positive energy.

The Spiritual Side

Here's the plot twist: They might be onto something. Business is getting weirder and more spiritual by the day. Your client might be early to the party—too early, like showing up a week early. But still.

The Safety Net Conversation

“Love your abundance mindset. Quick question: How do you feel about having enough money to eat while manifesting your dreams?”

Because here's the truth about possibility thinking: It's amazing... when it's not your only plan.

My Personal Take:

I don't expect anything. Not success, not failure, not honesty, not lies. Not even my next breath. What happens, happens. I live how I want, sustainably. That's it.

Why? Because expectations are just needs wearing a fancy hat.

Your job with these clients isn't to drag them down to earth. It's to help them build a ladder between the clouds and the ground.

Because sometimes the most spiritual thing you can do is pay your bills on time.

P.S. If they're making it work in their reality-optional universe? More power to them. Just make sure they know which dimension their rent is due in.

Coach Case #46 - The “Unhappy Marriage” Client: When to Draw the Line

Got this heartbreaker from a coach:

“My client’s in marriage #2, complete personality mismatch, on antidepressants to cope. Won’t leave because she thinks two failed marriages is worse than one. She’s stuck. I’m stuck. Help?”

Let’s count those red flags, shall we?

- Deeply unhappy
- Needs meds to deal
- Staying because math (1 divorce < 2 divorces)
- Marriage is a boulder in her path
- You’re feeling as stuck as she is

Here’s the hard truth: This isn’t a coaching situation.

Read that again.

I know you want to help. I know it feels like if you just find the right words, the perfect strategy, you can fix this. But you can’t. And more importantly – you shouldn’t try.

Why? Because this isn’t about goals or personal development anymore.

This is therapy territory. Full stop.

Look, we coaches are like personal trainers for life. We're great at helping people get stronger, faster, better. But when someone comes in with a broken leg, we don't try to teach them new running techniques. We send them to a doctor.

Your client needs a licensed therapist. Not because she's broken, but because she's dealing with stuff that requires specialized tools we don't have.

Can you still coach her? Maybe. But only if:

- She's working with a therapist
- You're focusing on non-marriage goals
- You both understand where coaching ends and therapy begins

The kindest thing you can do right now? Be honest. Tell her this is beyond coaching's scope. Help her find a good therapist.

Because sometimes the best coaching move is knowing when not to coach.

P.S. Coaches and therapists often tag-team client care. It's not either/or - it's both/and. Just stay in your lane.

Coach Case#47 - The “I’m Always Right” Client: A Comedy of Errors

Got this from a coach at their wit’s end:

“My client’s like a fire hydrant of words. Won’t shut up, has to be right about everything, and claims they love my ‘insights’ - you know, the three words I squeezed in between their monologues. Help?”

Oh honey. I feel this in my bones. Partly because I used to BE this client. (Reformed know-it-all, nice to meet you.)

Let’s break down why some people treat conversations like a TED talk they’re giving to themselves:

The Talkaholics

- Talk-to-listen ratio: 100/0
- Concept of listening: Error 404, File Not Found
- Trigger response to human contact: MUST. SPEAK. NOW.

The One-Way Street Club

- Has one communication gear: broadcast
- Thinks collaboration means you nodding while they talk
- About as receptive as a brick wall in a debate club

The Compensation Kings/Queens

- Talks to fill the void of their own doubt
- Uses words like others use bubble wrap - for protection
- Can't stop, won't stop (literally cannot stop)

The Evolution Explanation

Fun fact: Men were traditionally programmed to be "right," women to be "good." Thanks, caveman brain! Because nothing says "alpha male" like winning every argument about coffee brands.

Want to help them? Try these conversation bombs (handle with care):

- "Hey Bob, quick question - why are you trying so hard to convince me you're smart?"
- "Is this a coaching session or your audition for a one-person show?"
- "Are you here to impress me or actually change something in your life?"
- "Before we continue: Less Talking Timothy, more Curious George. Deal?"

Warning: This stuff takes time. Like, 6-12 months of time. Because rewiring someone's need to be right is like teaching a cat to bark - technically possible, but expect resistance.

The Big Win

If you can help these clients see their unconscious show-off mode, you'll change their life. Because being right all the time is exhausting. And lonely.

P.S. Remember to deliver these truth bombs with a smile. Tone matters. Make it feel like you're offering them the keys to the kingdom, not pointing out their personality flaws.

Because sometimes the smartest person in the room is the one who stops trying to prove they're the smartest person in the room.

Coach Case #48 - The “No Spark” Client: A Guide for the Chronically Meh

Got this from a coach trying to light a fire under someone who’s permanently set to “low power mode”:

“My client’s about as excited as a sloth on Xanax. They say they want more zest, but nothing gets them fired up. Help?”

First up: Not everyone’s born with jazz hands and spirit fingers. Some people are just... chill. And that’s fine.

Let’s break down why some folks live life on mute:

The Secret Fire-Breathers

- Look like they’re napping on the outside
- Running a circus in their head
- Me? I’m flat as a pancake externally, but internally? Broadway musical 24/7

The “I Give Up” Club

- Tried following their dreams
- Dreams led to a dead end
- Now they’re Netflix and numb

The Culture Cage

- “Passion? In this economy? In this family? With these expectations?”

The Passion Virgins

- Never seen it, never felt it, wouldn't know it if it bit them.

The Survival Mode Squad

- Too busy keeping the lights on
- Passion's a luxury item they can't afford
- Maybe next life

The Never-Met-Anyone-Alive Club

- Hard to catch fire when everyone around you is a wet blanket

The Still Searching Society

- Haven't found their thing yet. Like trying different flavors of ice cream - eventually, something will click

The Wrong Crowd Crew

- Hanging with energy vampires? Yeah, that'll do it

The Needs-Not-Met Network

- Can't feel the spark when your foundation's made of Jell-O

The Cluttered Life League

- Drowning in shoulds
- Buried in stuff
- Too exhausted to care

The TV Zombies

- Breaking news: Watching other people live isn't actually living

The Clinical Club

- Sometimes it's not coaching - it's chemistry. Keep those therapist numbers handy.

Don't try to force passion. It's like trying to make a cat swim - technically possible, but why?

Instead, focus on quality of life. Help them clear the clutter. Upgrade their job. Expand their interests.

Because here's the secret: Passion doesn't come from pushing. It comes from creating space for it to show up.

Sometimes the best way to find your fire is to stop looking for it.

P.S. If they're genuinely fine being mellow, let them be mellow. Not everyone needs to be Tony Robbins. The world needs its chill people too.

Coach Case #49 - The “I’m Totally Open-Minded” Client (Narrator: They’re Not)

Got this from a coach dealing with a human steel beam:

“My client’s about as flexible as concrete, but swears they’re the most open-minded person ever. You know the type – riding tiny waves while Maverick’s is breaking right around the corner.”

Oh, this one hits home. Because trying to expand a rigid thinker’s mind is like trying to teach a cat to fetch – theoretically possible, but don’t hold your breath.

Here’s the fun part: Even when you pry them loose from one fixed idea, they just superglue themselves to the next one. With all their old baggage. Then wonder why nothing’s changed.

So what actually works? Let’s get spicy:

The “Information Junkie” Intervention

They say they love learning. What they actually love is collecting facts that prove they’re right. Like a squirrel hoarding nuts of validation.

The fix: Ask if they’re ready to have their world turned upside down by what they learn. Not just nodded at – actually flipped.

The "Being Right vs Being Accurate" Mind-Bend

Most people think these are the same thing. (Spoiler: They're not.)

- Being right = "Listen to my TED talk about why I'm never wrong"
- Being accurate = "Wait, what am I missing here?"

The "Multiple Realities" Challenge

Some folks need ONE truth like they need oxygen. Gray areas? Paradoxes? Multiple valid perspectives? Error 404: Brain not found.

Ask them: "What if everything you're certain about is only half the story?"

The "One-Tool Wonder" Syndrome

You know that person who thinks every problem is a nail because they only own a hammer? Yeah. Some coaches are like that with their favorite assessment tool.

My Personal Evolution:

- **Old me:** Needed certainty like a security blanket
 - **New me:** Comfortable with chaos, contradiction, and "who the hell knows?"
-
- **Old me:** Had to be right

- **New me:** More interested in being surprised
- **Old me:** One reality
- **New me:** Reality buffet – try everything!

The secret? Stop trying to be right. Start trying to be wrong in interesting ways.

Because here's the truth: The most rigid part of a rigid thinker isn't their ideas – it's their need for their ideas to be The Only Answer™.

P.S. If they're not ready to flip their world upside down, that's fine. Some people prefer their reality like they prefer their mattress – extra firm.

Coach Case #50 - The “Won’t Stop Talking” Client: A Survival Guide

Got this from a coach whose client apparently missed the memo about breathing between sentences:

“Help! My client explains everything like she’s writing War and Peace. Eventually gets to the point... after recreating their entire family tree since 1842.”

Look, I used to be That Coach, You know, the one interrupting with “Get to the point!” and “Skip the story!” (Yeah, we need to retire that phrase. It’s about as respectful as calling someone’s life philosophy their “baggage.”)

Here’s how to handle your human podcast:

Start Smart

“What do you want from our call today?”

(Amazing how this simple question can prevent a 30-minute tangent about their cat’s dental work)

The Interrupt Art

Don't just cut them off. Ask permission:

- “Hey John, quick pause – you want me to just listen, or are we problem-solving today?”
- “We’ve got 15 minutes left. Still want me to play human sponge, or shall we pivot?”

The Between-Sessions Check

Some clients are verbal processors. They think by talking. Wild concept, right?

Call them between sessions: “Hey, is the talk-marathon working for you? Because I’m cool either way.”

Check Your Baggage

Getting annoyed? Ask yourself why:

- Playing value police? (“Must. Make. Client. Improve!”)
- Forgot some people process out loud?
- Not a talker yourself?
- Worried they’re not “making progress”?

Pro Tips:

- Some chatty clients will fire you if they don't see results. Let them talk, but keep score.
- If they're doing this with you, they're doing it everywhere. Maybe that needs addressing.
- Entrepreneurs often think out loud. They might talk for 25 minutes of a 30-minute call. That's normal.
- Address it early. The longer you wait, the more likely you'll sound like their annoyed parent.

Try These One-Liners:

- "Are you the kind of person who figures things out by talking?"
- "Just checking - you want collaboration or a professional listener?"
- "Want me to help you get to the point faster, or are you enjoying the scenic route?"
- "Would emailing me the backstory help us focus on solutions during our calls?"
- "Try that again, but pretend Twitter's character limit applies."

Here's the real secret: Let your clients define what's valuable. Some need to process verbally. Some need silence. Some need interpretive dance (okay, maybe not).

Your job isn't to make them talk less. It's to help them talk better.

P.S. Sometimes the most valuable thing you can do is shut up and listen. Even if they're telling you about their grandmother's recipe for meatloaf. For the third time.

Coach Case #51 - The “Everything’s Fine” Client: A Comedy of Contentment

Got this from a confused coach:

“My client’s crushing it. No problems, no drama, smooth sailing. They’re not in denial – life’s just... working. What am I supposed to do with that?”

Ah yes, the rare “life’s actually good” client. The coaching equivalent of a unicorn riding a rainbow.

Quick question: Do we shake things up or wave goodbye until their next crisis?

Here’s how to handle your annoyingly well-adjusted client:

Seven Spicy Questions When They Say “Life’s Great”:

(Note: These aren’t sales pitches. If they want to peace out, let them. There are plenty of hot messes waiting for your help.)

1. The Long Game Play

“Amazing! Now that you’re not putting out fires, let’s light some new ones. What three things would make future-you high five present-you?”

2. The Maintenance Move

"Sweet! Want to make sure this goodness sticks? Let's do a quick tune-up. Like changing your oil before your engine explodes."

3. The Secret Dream Dig

"Cool cool cool... but what aren't you telling me? That wild business idea? That secret passion project? Come on, spill it."

4. The Vision Check

"When's the last time you updated your life GPS? No, Instagram filters don't count."

5. The Perfectionist Poke

"Fantastic! But... is it perfect yet?" (Watch them squirm)

6. The Support Swing

"Brilliant! How can I help you keep this train on these surprisingly smooth tracks?"

7. The Dream Whisper

"Really? No unrealized dreams? Not even a tiny one?" (Say it like you're asking about their secret chocolate stash)

Here's the truth: I used to be scared to ask these questions. Felt like I was raining on their parade of contentment.

There's always something worth working on. Always. Even if it's just making "amazing" more amazing.

Your job isn't to fix what's broken. Sometimes it's about making what works work even better.

P.S. If they're truly living their best life? High five them and tell them to call you when gravity kicks in. Because it always does.

And when it does? You'll be there, ready with your coaching cape.

Coach Case #52 - The “But I Love Him” Client: When Smart People Make Dumb Relationship Choices

Got this from a coach with a brilliant client who keeps dating duds:

“My client’s a genius at life... except love. She’ll put up with anything in relationships while crushing it everywhere else. She knows it’s bad, can list all the red flags, but stays anyway. Because feelings.”

Oh boy. This one’s messy.

Here’s the scene:

- Smart woman, successful career
- Sees all the relationship red flags (and admits they’re there)
- Knows she’s being “needy” (her word)
- Gets that she can’t fix other people
- Still... stays

The kicker? She’s terrified of ending relationships because the last time she did (her marriage), she thought she’d find better. Spoiler alert: She didn’t.

Here’s the hard truth: This isn’t coaching territory. This is therapy

land.

Why? Because knowing what to do and being able to do it are two very different zip codes.

Think about it:

- She knows the logic
- She sees the patterns
- She understands the psychology
- She still can't change

That's not a coaching problem. That's a deeper issue wearing a coaching costume.

Here's the one thing you could suggest (if you're still working with her):

A two-year relationship detox. No dating. No "maybe this one's different." No "but he's changed."

Just her, getting to know herself without someone else's drama as background music.

But honestly? This client needs a therapist, not a coach.

Because here's what coaches DON'T do:

- Work with clients who know but can't act
- Try to fix deep psychological patterns
- Play therapist without a license

Sometimes the best coaching is knowing when not to coach.

P.S. If you're a licensed relationship expert reading this, you probably have tons of strategies to help. But for regular coaches? This is a "refer out" situation.

Because sometimes loving your client means letting someone else help them.

Coach Case #53 - The “Success Scares Me”

Client: A Comedy of Self-Sabotage

Got this from a coach whose client keeps snatching defeat from the jaws of victory:

“My client gets this close to their goal, then hits the ejector seat. Every. Single. Time. What gives?”

Oh, this one’s fun. Because fear of success is like being afraid of puppies – it sounds ridiculous until you’re covered in slobber.

Let’s break down why people run screaming from their dreams:

The “What Goes Up...” Brigade

Success means you can fall. And falling hurts. Turns out fear of losing is scarier than never having at all. (Thanks, brain.)

The “Success is Clingy” Club

Some folks think success is like that friend who crashes on your couch “just for a weekend” and stays three years. They’re afraid it’ll take over their life.

The "New Car Smell" Problem

Ever switch from a loud, rattling car to a smooth, quiet one? Feels wrong, right? Success is like that. The absence of struggle feels... suspicious.

The "Identity Crisis" Crew

Success doesn't just change your bank account - it changes you. And that's terrifying. Like going from a juniper bush to a pine tree (stick with me here):

- Different view
- Different friends
- Different problems
- Different everything

How to Help Them:

1. Let Them Talk It Out

Fear's like a vampire - drag it into the sunlight and it starts to fizzle.

2. Map the Changes

Make a list of what success will actually change:

- Relationships (Some friends prefer you struggling)
- Reality Check (Pine trees see different stuff than bushes)
- Possibilities (More options = more anxiety. Fun!)

Warning Signs This Isn't About Success:

- They want something else more (like comfort)
- Can't afford success (time, money, energy)
- Won't tell you the real fear
- Need therapy, not coaching

Here's the truth: Success is weird. It's unfamiliar. It's scary.

But so was walking once.

Your job? Help them see that success isn't the enemy. It's just growth wearing a fancy suit.

P.S. If they're still stuck, remember: Sometimes people aren't afraid of success – they're afraid of becoming someone they don't recognize.

And maybe that's not such a crazy fear after all.



About the Author

Meet Leonhart Laponnel

ProCoach Academy is the brainchild of Leonhart Laponnel, whose decades-long career as a successful business leader speaks for itself. He has been recognized with numerous accolades, including leading Denmark's fastest-growing company and winning the Danish Marketing Award. Leonhart brings a wealth of real-world experience to our academy.

His work has spanned borders, industries, and challenges, offering a unique blend of practical wisdom and visionary thinking.

Leonhart Laponnel received his main coach education with Thomas J. Leonard, at COACH U and Graduate School of Coaching and was a member of Coach Ville for several years.

Thomas J. Leonard is known as the founding father of professional life coaching. Founder of the International Coach Federation – ICF.

Today, Leonhart channels his expertise into empowering individuals and organizations worldwide through ProCoach Academy. His belief in

coaching as a force for both personal and professional transformation continues to inspire everything we do.

You can connect with me on:

 <https://procoach-academy.com>

 <https://facebook.com/procoachacademyfb>

Also by Leonhart Laponnel



AI Coaching Revolution

Multiply your effectiveness as a coach by using AI in your coaching practice and see how you rocket your clients into even bigger achievements.



Coaching Tools

What you learn in most coaching is really good - but having a good toolbox is even better. In this book one of coaching tools you'll find coaching tools used by the most professional coaches in the world.



Advanced Coaching Tools

With this book, you get a big selection of advanced and very easy-to-use tools. You are going to surprise your clients with those effective and advanced tools - and it will lift you high above your competition.

