

The Powerful Parent Coach



by Kassandra Brown

The 3 Essential Skills You Need To
Become a Successful Parent Coach

Do you have strong desire to own a business that makes a difference in the world?

One that allows you to set your own flexible hours AND helps to create happier families?

In this day and age, with the barrage of technology and distractions happening every second of every day, it has never been more important for families to strengthen to connect.

It has also never been more difficult.

If you're a parenting coach, or thinking of becoming one, I applaud you. I cannot think of a nobler mission than helping families to thrive. But I also know that it can be scary!

Business is business. And even though you may be stepping into this work as a true act of service, there are still things you need to know and do to make sure that your business is purposeful, powerful and profitable.

I'm Kassandra Brown, parenting coach, and I wrote this book because it frustrated me to see so many great coaches, all with huge hearts and effective methods, still struggling to make ends meet.

This book will show you:

- How to get clients whenever you want them. And not just any clients, your ideal clients; the parents who are so rewarding to coach they make your work feel like the most fun you've ever had.
- How to be a great coach, handling any client or potential client with grace and ease.
- How to integrate your new parent coaching business into your life. You'll get the support for your inner game that makes becoming a parent coach not just financially rewarding, but personally and emotionally rewarding as well.

I didn't always have the confidence I have now. When I decided to start this business, not only did I not have a clue how to find clients, I wasn't entirely sure I would know how to help them!

When someone asked me what I did for a living, it took me a year after starting ParentCoaching.org to be able to say "I'm a parent coach." I thought people would laugh at me or point out how I wasn't such a hot commodity - after all my parenting wasn't perfect, not even close.

My hands would shake and my belly would clench when speaking to a potential client. I'd write an article and wonder why no one commented. I'd make a free offer (and then make it 10 more times) and get consumed by doubt when no one took me up on it.

Why couldn't parents see the value I was offering? Why couldn't they see how much my coaching would help them and their children?

But over the last four years, all of that has changed. I now practice what I preach. I've learned to trust myself and my children. I've learned to listen deeply. I've learned how to be ok with my own shame and scarcity so that when my clients meet theirs I am not afraid to stay beside them and help them through.

I've learned that I'm a trustworthy guide with powerful tools, but my clients are the ultimate authorities on themselves.

I've learned that perfect is highly overrated. Integrity, presence, compassion, and burning desire to be of service are much more useful, and ultimately, more profitable.

I have clients I adore working with. It is so fun to have them open up to me and let me see their innermost hopes, fears, and struggles. And it's the best job I can think of to help them through it. To help them live as the compassionate, intelligent parents they want to be. To help parents heal their own wounds so they stop passing them on to their children is a gift that often brings me near tears.

The fun I have and the satisfaction I hear from my clients would be reward enough for the parent coaching I do, and yet I also get paid very well for it. My clients are delighted to pay me and I've come to realize what a blessing it is for both of us that they pay me well.

Would you like to get paid for doing what you love while making a difference for children and families? Of course you would.

Read on. I am sharing everything you need to start seeing the success you deserve as a parent coach.

HOW TO GET YOUR IDEAL CLIENTS

The number one question aspiring parent coaches ask me is "How do I get parents to be my clients? Can you help me find people to work with?"

Yes. I'll show you how to do that in two steps. First, we'll clarify who exactly you want to work with and then we'll help you reach out to them. As a bonus, we'll look at why marketing is so hard and what you can do to make it easier.



Clarifying Your Niche

Your niche is your “who” and your “what”. Who do you serve and what do you do for them? Paradoxically, narrowing your focus will allow you to reach more of the people you really want to work with.

The clearer you are on your niche, the easier it is to develop a marketing plan. The more you know the parents you want to serve, the easier it is for you to make an authentic connection and offer them high-value coaching.

Take some time to think about what pain your ideal clients are in. Are their children misbehaving? How? Are the parents frustrated with each other? Why? Get curious about what they want to change in their lives and how their lives are less satisfying than they could be.

Take yourself deeper into connection with your ideal clients. As you start to put their challenges into words, you will know exactly what to create to help them.



Marketing - Necessary Evil or Service?

Once you've identified your ideal clients, it's time to reach out to them. That's what marketing is - letting the people who want to work with you know that you are available to help them.

Marketing used to make my skin crawl. I dislike ads, especially effective ones that make me feel emotions and then make me want what's being sold. I don't like being manipulated. But I needed to market my parent coaching if I was going to reach anyone and have any impact. What to do?

Clearly, I needed to get over my aversion to marketing without selling my soul. We go deeper into this in the full program:

[Becoming a Successful Parent Coach.](#)

For now, I invite you to benefit from everything I've learned and try these steps:

To feel good about your marketing:

- Make sure your marketing is aligned with your value.
- Back up everything you offer. Deliver more than you promise.
- Offer a money back guarantee. You've just made sure your client can't make a mistake by hiring you. Whew.

- Remember, marketing is nothing more than a transfer of passion and enthusiasm. Simply put your heart and your mission right into your marketing messages.

Make it easy on yourself to reach out and attract new clients then make it easy for them to say yes. The following ideas, forms and templates can help you do just that.

Where does your ideal niche market hang out? What about:

- Birthing centers
- Lactation groups/consultants
- Midwives
- Parenting support groups like Attachment Parenting, La Leche League
- School (school system and individual teachers/schools)
- University (especially advanced degree programs, family housing or undergrads with children – a market that needs support and doesn't get it very often)
- Church or other places of worship
- Coffee shops near schools
- Children's clothing stores
- Yoga studios

- Consignment stores specializing in children's gear
- Children's athletic events (swim team, gymnastics, soccer, baseball, etc.)
- Where else?

Once you identify where your target audience spends time, contact the person in charge of that venue. Offer to give a free talk, workshop, or class.

Your first sales conversation has nothing to do with getting paying clients and everything to do with getting a "Yes" from the proprietor of the venue you'd like to use for your free intro talk. You'll need to be very clear about:

- What you are offering.
- How your offering supports the goals and values of the proprietor.
- Who you are and why you are qualified to offer what you are offering.

Perhaps you offer to give free, 20 minute, mini coaching sessions at an upscale children's clothing store.

The store owner benefits because potential shoppers receive a positive experience in the store, associate more value and being at ease spending more time in that establishment, and feel appreciation for the support they received there. They will always be more loyal to that store after their session with you. That is priceless to the store manager.

The benefit to you is focused time with potential clients. You gain credibility through being associated with a store people trust, and you get to see several potential clients in quick succession. You get to fine tune your approach quickly and find out what works and what doesn't.

Perhaps you offer to give a free talk to a lactation support group at the local hospital. You plan to talk about how breastfeeding benefits the whole family and how to work with common concerns like sibling jealousy or feeling overextended.

The lactation consultants in charge benefit by you normalizing breastfeeding and offering support to the new mothers in their choices to nurse. Giving these new mothers a way to articulate nursing challenges that go beyond the physical is a huge help to lactation consultants.

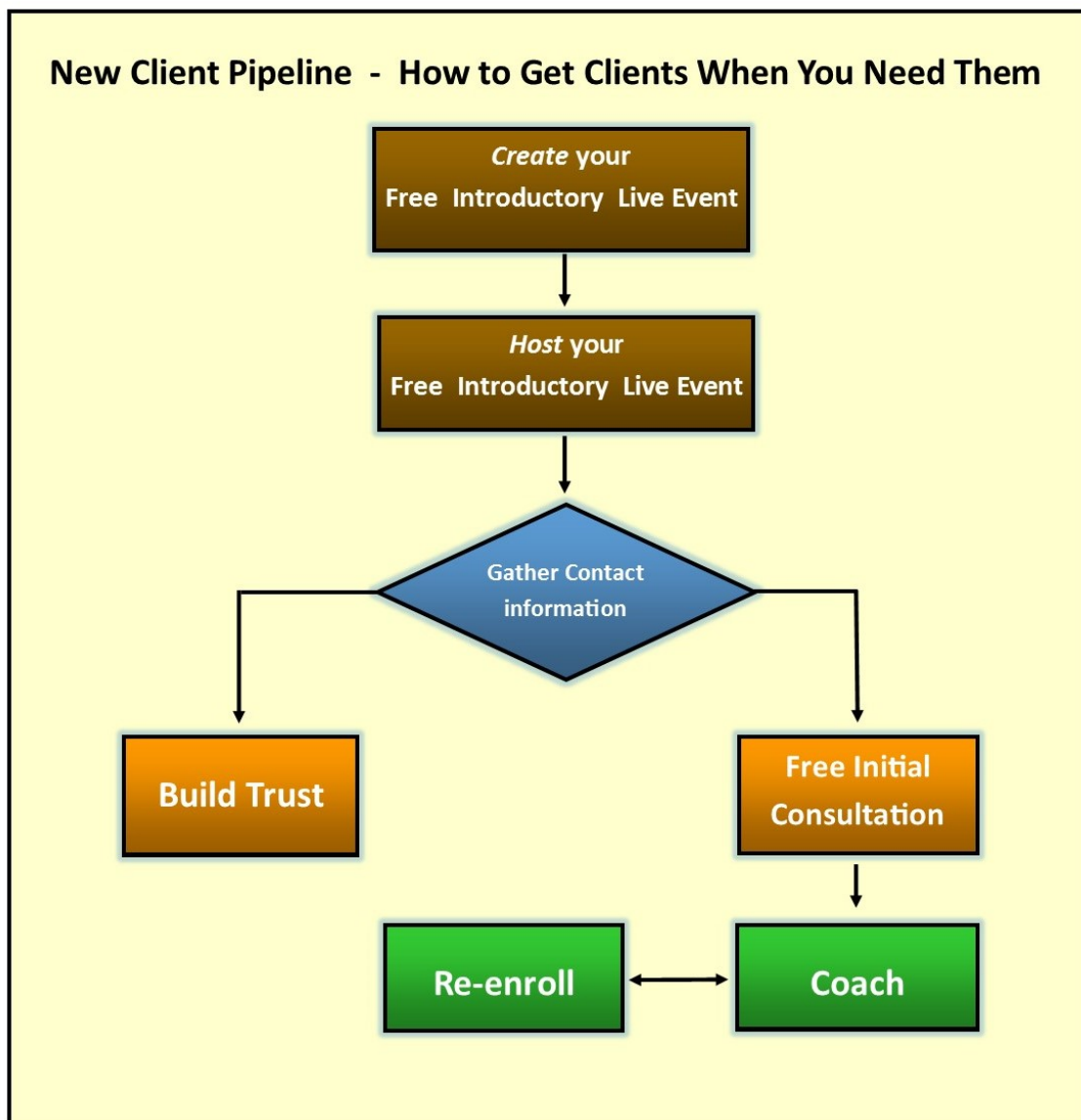
You benefit by being in front of a group of potential clients, helping them connect more with their children, and practicing collecting leads so that you can nurture the relationships through ongoing support and information.

No matter who you approach, you get the chance to learn and fine tune your marketing.

When your values back your offer, then your marketing is a service. It is an outreach to let the people you serve know you exist and know what you can do for them. Marketing becomes a vehicle to make the world a better place. Along the way you will help transform parenting and make a good living. That's what good marketing can do for you.

Attracting Your Ideal Clients

Now that you know who your ideal clients are, that you will help them, and that you aren't trying to sell them something they can't use or don't need, you need to meet them and enroll them as your clients. The flowchart below shows you how. Yes it's that simple.



YOUR COACHING IS KEY

The Proof Is In the Pudding - Your Coaching

“Yikes! I’ve got a call with a potential client. What do I do now?”

I’ve been there and felt that way. I used to get butterflies in my belly before a call with a prospective client. Would they like me? What if I couldn’t help them? What if they showed me up as a fraud and not good enough? What if they found out I wasn’t a perfect parent? What if they wanted someone with more experience?

All these doubts and questions are perfectly normal. No one starts out knowing everything and it’s only fools who think they know it all. You’re not a fool or you wouldn’t have made it this far, but you can’t go around with a shaking voice and a head full of doubts if you want to close a sale with your new client. What to do?

- Trust yourself
- Listen more than you talk
- Trust and validate your client
- Be a guide asking powerful questions
- Give suggestions they can use right away

- Give value and don't worry about the money

Trust yourself.

If you're trying to be perfect, you can't be fully yourself. So relax and trust. Your life, your background, your story have prepared you for this moment. Don't try to be someone you aren't. Be yourself. If you spend a lot of energy trying to fit yourself into your client's expectations, you will cheat both you and your client of the authentic, intuitive, brilliant person you are.

Listen more than you talk.

Ask questions and then get quiet and listen. Deeply listening to your prospective client is a huge gift. Ask them what's hard or challenging. What's bringing them to you? Ask them what they really want. Often people are so focused on the pain and getting it to stop they haven't even imagined what it would be like to be happy or fulfilled. Get your clients imagining they can have what they want. Validate it. Believe in their ability to achieve it. Believe in your ability to help them achieve it.

Trust your prospective clients to know what is best for them.

Your job is to listen deeply enough that you hear the legitimate needs underneath the strategies that aren't working. Encourage them to ask for what they want. Listen. Validate it.

If you are yourself and this prospect decides not to work with you then it is ultimately best for both of you. There are enough clients for you that are a great match. You don't want to waste your time with the ones who aren't.

Give them tangible suggestions that can make a difference in their lives right away.

Don't hold back until you have a "real" session with them. This moment is real. Make the most of it. If you have something to say that can help them, say it! Just keep it short and bite sized.

Be honest. If you want to work with them, tell them that. Clarify any objections or hesitations before you ask for the sale. The question "If we can work out the finances, are you excited to get started coaching together?" is great to ask before you talk about your rates.

Don't worry about the money.

If they aren't excited to work with you, you could give away your coaching for free and they still wouldn't make time for it. If they want it enough, they will pay you well. Your job is to help them see how much they can benefit from working with you. As you value yourself and see the value you offer, you help your clients see it too. That's when they say "Yes!" in a big way showing up with both open wallets and open minds.



TURN YOUR DOUBTS INTO ALLIES

Transformation Happens For You, Too

Nothing unfolds exactly the way we expect. The journey to uncover your own parent coaching career will also uncover things about yourself and your life that are holding you back. The tools you'll use to coach your clients - like deep listening, empathy, and honesty - will be what you need to turn those obstacles and challenges into allies and great teachers.

Getting big and bold, clarifying your vision, and taking steps to make it happen is exciting. And scary. Along with excitement and motivation, getting clear on your vision is likely to bring up doubts, fears, and limiting beliefs.

As successful entrepreneur and business coach Ryan Eliason says "I believe success is 90% psychological and 10% technical. In other words, it's 10% skill and technical know-how, and 90% attitude, confidence, focus, determination, and your inner game.

Effective technical strategies are essential to success, but without addressing the psychological level, you're only going to reach a tiny percentage of your potential."

This is most likely good news for you. You are drawn to parent coaching which means you're drawn to looking beneath the surface and finding the real causes for behavior.

Working with your own fear, obstacles, challenges and underlying beliefs will make you a more successful business owner, a happier, more effective human being and a better coach. Now that's efficient!

THE BOTTOM LINE

By now I hope you're feeling even more excited about becoming a parent coach. Hopefully you're even now feeling relief as you see your practical next steps. How to find clients, how to be confident with your clients no matter what they say, and how to turn your own doubts and fears into powerful allies - you can do all of it!



Like your ideal clients, you have the power, creativity, and intelligence to make your vision your reality. And like your ideal clients, you could benefit from some coaching to make it easier. I'm here for you to make it faster, more fun, and less frustrating to realize your vision of becoming a successful parent coach.

If you are buzzing with enthusiasm and want even more support to get started attracting clients, helping them find more ease and harmony in their parenting, and turning your gremlins into allies, then let's connect.

[Schedule your free Breakthrough to Coaching session with me.](#)

ABOUT KASSANDRA

Kassandra Brown began her career as a parent coach when she decided to move with her husband and two small children to Dancing Rabbit Ecovillage in rural Missouri, USA. The commitment to living simply and sustainably lead her to work she can do part-time with zero commute while still making a big and positive difference in the world.



Kassandra loves to help aspiring parent coaches get started offering their passion to the world and being of service. Her passion for deep inner work shows through in her ability to guide her clients through their fears and help them emerge empowered.

In addition to coaching parents, Kassandra loves to explore the effects and components of shame and vulnerability and is deeply influenced and inspired by Brene Brown, Ph.D. She volunteers for Dancing Rabbit and creates community through teaching yoga, potluck dinners, and impromptu workshops about “Asking for What You Want.”

Kassandra is the lead coach and founder of www.ParentCoaching.org.

If you're having as many "A-ha's" reading this as I had writing it then we're likely a great fit for one another. Let's connect! [Schedule your "Becoming a Successful Parent Coach Strategy Session" with me.](#)

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