

Securing your share of the Coaching market in 2007

By Mike Legge: Director ChangeMechanics and Life Coaching Solutions.

Dear coach and colleague,

The enclosed report will provide you with information on the market you are working in and will show you very clearly that there is enough business out there to last you a lifetime. I am going to share with you some of the secrets I have learnt, which if you harness them will help your business to “sky-rocket”. Coaching, training and developing people is my passion and if it’s yours I want to help you to succeed. If you are just starting out, you have to get customers. Maybe you’ve been in business for a while and would like to break new ground. You might be one of those people with so much to offer but don’t feel sure about getting out into the market place. Whatever your situation, the contents of this report are going to help you.

Who is Mike Legge

I have been involved in coaching and development for 10 years, specialising in building businesses and generating sales. Prior to becoming a coach, I worked directly in the sales profession for 16 years and have enjoyed substantial successes identifying market opportunities and exploiting them. It was at this point that I wanted to find a way of transferring these skills to other people whilst earning a living at the same time. I was instrumental in helping a global brand establish its sales coaching and training offer and from there I have been fortunate enough to have helped hundreds of individuals in many businesses improve their fortunes.

4 years ago I developed Life Coaching Solutions... www.coaching-life.co.uk with the main aim of providing resources and information for coaches. That said the public uses the site a lot too.

I still coach although these days my main passion is helping coaches (not necessarily top earning coaches as we will come onto later) to grow their businesses...WHY? Because the market place needs good coaches and the simple fact is that many really good coaches...people who can make a difference... aren’t getting enough of the action. I know that quite often the market gets the coaches who know how to promote themselves and not always the ones who will really add value. This needs to change. Another problem is that too many coaches haven’t taken the time to really define what it is they do and position the compelling benefits of their offer.

A great deal of time and money is spent gaining qualifications but what most of this training fails to do is equip coaches with the skills needed to get their businesses off the ground. Sadly what then happens is that many become disillusioned and give up. I hate seeing this happen! Enclosed are 2 testimonials from 2 people I have known and helped over a long period of time. I first met Darren in 1994, he hadn’t sold a thing in his life and other than that “spark” he didn’t have a clue. It wasn’t until 2003 that a group of sale people were sent to me for business-to-business development that we met again. We still keep in touch.

Mike

Many thanks for providing me with the sales training programme aimed at fine tuning and developing my skills and effectiveness as a business-to-business specialist. Out of all the training I have been exposed to during my career I would cite this programme as being unique for the following reasons.

The material was geared totally to the real issues faced by the role
You have been there and done it which provided the group with a great deal of comfort
Real solutions were provided that were capable of being applied immediately back at the
business and they worked

As a consequence of this and perhaps coupled with some natural talent, my performance
increased noticeably and quite quickly. I am now anticipating another year of continued sales
growth. I would have no hesitation in recommending your approach to business development
to both experienced and inexperienced people alike.

Regards

Darren Dodds

Likewise I have known and had the pleasure of developing Mark Cullen for 5 years.
Mark was a little unsure of his talents when we first met although we developed an
instant rapport. One minute he'd be on top of the world, the next you would think the
world had stopped turning. At times I had to challenge Mark in his own interests.
This email was sent to me a month ago. He's just about to take a promotion running a
sizeable venture for an expanding business.

Dear Mike

I thought it was about time I wrote to you in order to thank you for all your help and guidance over the
years not just professionally but also personally, as a result of having had the good fortune to meet you
in your capacity as a trainer and your leadership of both the business to business programme & sales
advocacy programmes.

You helped me to realise an important lesson in life that you get out what you put in. This was mainly
thanks to your coaching skills, no nonsense approach and knowledge of the subject matter that meant
you were able to make sense of sales, a subject that is at the very heart of our industry. It was as a
direct result of having attended this training that I subsequently managed to score the highest ever score
recorded on a skills assessment when I applied to work in another industry. At the time I can remember
other delegates were convinced I was a plant! Praise indeed for your training I would suggest.

On a personal level the presentation skills that you taught me over the years have enabled me to be
able to take control of many situations over the years and be able to communicate the thoughts and
feelings of others at times when my efforts have been really appreciated by those that matter to me.

Please don't think I am using this message as a chance to massage my own ego it is a genuine long
overdue heart felt thank you and acknowledgement for all your help and guidance over the years and I
look forward to working with you again in the years to come.

Best regards

Mark Cullen

OK you're saying...these could have been written by anyone, even you. Yes they
could but I'm still in touch with these guys and many more. They both offered to
include their phone numbers for this very reason but this just isn't the right thing to do
on the Internet. If we were ever to work together and if you wanted that ultimate
piece of mind...you can have Darren and Marks details and contact them at your
leisure...that's how authentic these testimonials are.

Is coaching a dieing trend?

Lets get one thing straight there's enough work out there for all of you many times over and what's more the market isn't really being driven, its happening despite poor marketing and sales strategies. If you think that coaching is a bit marginalized and a bit of a cottage industry knock that notion right out of your head now. It's a myth perpetrated by large providers who are getting larger and larger. I know this because I know how some of them have grown in recent years. In 2006 in the UK alone, more than £18 Billion (yes 18,000,000,000) was spent on training and development. Now then, what we know is that coaching is featuring as an ever-increasing component of what the industry calls "training". This figure doesn't even take into account the government-funded sector, so if you think there's not enough to go around, think again. Admittedly the private fee paying sector is a lot more difficult to ascertain and little is available in terms of pure statistics but again I believe we are talking hundreds of millions of pounds every year. The huge growth in private traffic coming through my web-site www.coaching-life.co.uk suggests that things have been hotting up for quite a while.

The global development market is obviously far bigger estimated to be \$100 Bn

Fact number 1. There is loads to go for...more than you could ever handle!

What do companies think of coaching?

"Coaching is becoming an increasingly acceptable approach to personal development...buyers are more aware of what coaching at its best can offer", according to a recent article in "People Management Magazine".

The market is becoming more sophisticated however and rather than accepting the "one size fits all" coach there is an increasing trend towards specialisation. Whilst we all accept that at the heart of coaching lies the principal that the solution lies within the individual, people are increasingly looking to source an expert. Lets stop and think about this for a while; my specialisation is coaching business performance, business growth, career development and strategic planning. I wouldn't feel right putting myself forward as someone able to address relationship issues for example... not because I couldn't apply the general rules of coaching to the problem and not because I don't have to manage any relationships of my own, but without a real grounding in this area, I believe the customer would see through it. This is where the market is voting so it's really wise to recognise it.

A poll of 100 executives was carried out by PROfusion Public Relations as part of a study into the benefits of coaching. These are some of the results

Companies that provide coaching to executives benefit from the following

<i>Improvement in quality of outputs</i>	48%
<i>Increased productivity</i>	53%
<i>Increases to organizational strength</i>	48%
<i>Improved customer service</i>	39%
<i>Reduction in complaints</i>	34%
<i>Improved retention from those coached</i>	32%
<i>Reduction in operating costs</i>	23%
<i>Improvements to bottom line profits</i>	22%

Executives who received coaching benefited from the following improvements

<i>Working relationships with direct reports</i>	77%
<i>Working relationships with immediate supervisors</i>	71%
<i>Teamwork</i>	67%
<i>Working relationships with peers</i>	63%
<i>Job satisfaction</i>	61%
<i>Conflict reduction</i>	52%
<i>Organisational commitment</i>	44%
<i>Client relationships</i>	37%

Fact number 2. Companies like coaching...but you have to know what you are aiming to do. You should think about defining a few areas of specialism and above all be able to define what the customer gets in return. In short what is compelling about your offer and why should you be considered?

Do people understand what coaching is?

In my experience in the vast majority of cases, the answer is no, not enough. The market doesn't really get it. Can I pose this question to you... You have just 2 minutes to explain what you do and why I should pay you money to receive what you do... Can you give me a crystal clear response to that question and above all a response that makes me say... let me have your phone number please. Too many coaches can't and if the customer doesn't understand the benefits they won't get their chequebooks out. The corporate market likes to use the word a lot and you will notice that these days job advertisements for managers require them to be able to coach their teams, but I know that a lot of the time they use the word in ignorance. You owe it to yourselves to be able to define it a lot better for yourself and your clients. What is for sure is that corporations are increasingly looking for better definitions of what a coach should do and in tandem with this they are looking for ways in which the effectiveness of the coach can be measured. If you can help them they are going to be more receptive to you. However remember one important fact... the market is receptive to the notion of coaching. Being able to produce better definitions of the benefits becomes much easier when you become clear yourself about the areas in which you operate. I have scoured the web with searches such as "what is coaching", "definition of coaching" and it's all rather vague... Here are a few examples

- ❖ ***A coach is a person who teaches and directs another person via encouragement and advice. This use of the term "coaching" appears to have origins in English traditional university "cramming" in the mid-19th century. (The name allegedly recalls the multi-tasking skills associated with controlling the team of a horse-drawn stagecoach.) By the 1880s American college sports teams had...***
- ❖ ***is a strategy used to help a client reach her fullest potential and achieve her goals. The coach first helps to define the goals, and then supports the client in executing them by mapping out a strategy and helping her stay on track. Coaching helps to balance work, family and social demands as well as leisure and spiritual activities...***
- ❖ ***Coaching can provide empowerment and support in a wide variety of ways. Whether we are seeking a change, or simply want to proceed in our lives with more focus and vigor, a good coach can make all the difference....***

Of course these are all perfectly legitimate statements but are they enough to generate empathy and understanding and compel people to take action? This is my definition of coaching and one that the people I work with have found clearer to understand...

“Coaching is the process of defining a problem, achieving clarity on the desired future state and gaining commitment to a well formed set of actions and measurements to get there. As a result the individual or organisation improves and is able to demonstrate it”

Fact number 3. The market likes the word and uses it a lot...but doesn't really get what the benefits are. Your role is to help them.

Do people need coaching?

Simple answer...most definitely yes they do!

Coaching, although never referred in those terms has been around since the times of the ancient shaman. The wise mystic, leading his charge through the human journey of self-discovery, helping to overcome obstacles and change. The loving parent guiding their children through life's challenges, questioning, checking and challenging on occasions to help them to achieve the best for themselves. The need to be coached is arguably implicit in the human spirit. Very few people can go through life's journey without a sounding board a guide and mentor and never and I mean never has this been more so than today.

The world is more uncertain than ever both in the business world and our personal lives. Fifty years ago our lives were defined for us: men went to work and probably spent their whole working life with one employer, women stayed at home, couples got married and the family unit was the centre of the community. Fifty years on and we witness unimaginable levels of change. Most people have up to 3 career changes and numerous jobs within those careers, tenure of employment is not guaranteed, fifty percent of marriages end in divorce and the workplace is all too often viewed as an unsupportive environment populated with machiavellian types. Is it any wonder that stress, anxiety, nervous disorders and confusion are on the increase? The 3 leading markets for coaching are the USA, UK and Australia and demand is growing. Your skills are needed like never before. My real hope is that an already confused world does not become even more confused at the hands of an ineffective self-serving coach. The world needs more genuinely spirited coaches who can help people to cut through the mist. You need to know how to get to this market place.

Fact no 4. In a global development market estimated to be worth \$100 Bn and an increasingly confusing world dynamic coaching is needed

What the training courses rarely ever teach you.

How to get to your market place and grow your coaching business

You

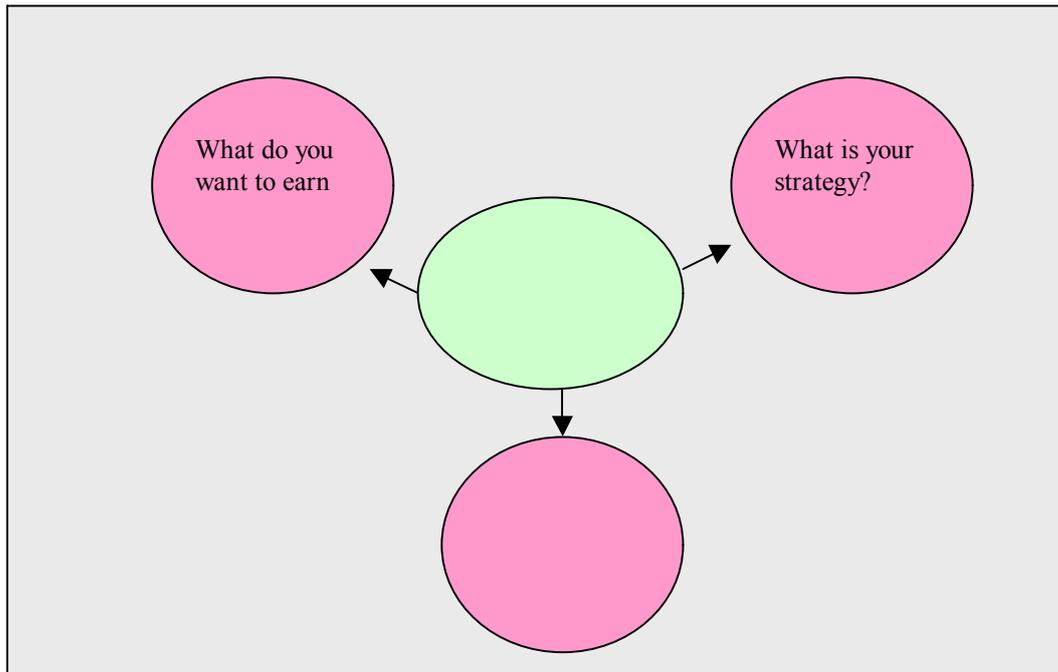
Although your customer is really important and addressing their needs and delivering value is just about the most important obsession you can have, this is going to be a bit difficult to do until you have spent a bit of time thinking about you. Like it or not if you are a freelance coach you are in business. Even if your pursuit is truly altruistic and you provide your services for free (and even then you would be surprised just how tough it is to give things away) you are still in business...

>>Before we move on I want to dispel this myth about how easy it is to give things away...you'd be surprised. One of my clients, a global luxury brand had decided to take a group of their key customers away to the South of France in recognition for their business and hopefully to gain some more in future although this was most definitely not the purpose of the trip. This was pure indulgence...a flight to Nice on a private plane, helicopter transfer to a 5 star hotel, yacht trips, sumptuous dinners. No expense was spared but I tell you what... some of the spaces were unfilled and some of the guests were nothing more than employees of the company. The problem was that so many people are so busy today plus the fact that so many people have experienced so many things; this trip was viewed by some as just another distraction. Other than 2 great days away "what was is it going to do for me" was no doubt the reactions of some of the guest list. Crazy but true>>

OK back to the main game. You are in business, which essentially means you are an entrepreneur. OK you are an entrepreneur that provides coaching but never the less an entrepreneur is what you are. You need to know what you are going to stand for, what are the values of your service, what are your customers going to get out of it and what are you going to get out of it.

- ❖ *Have you determined how much you want to earn?*
- ❖ *Have you determined what your strategy is?*
- ❖ *Have you determined what you want to get out of being in business...is it financial freedom, the ability to do something you love for as long as you can, is it the joy of seeing people improve.*

The graph below is important and you will need to spend some time thinking about this.



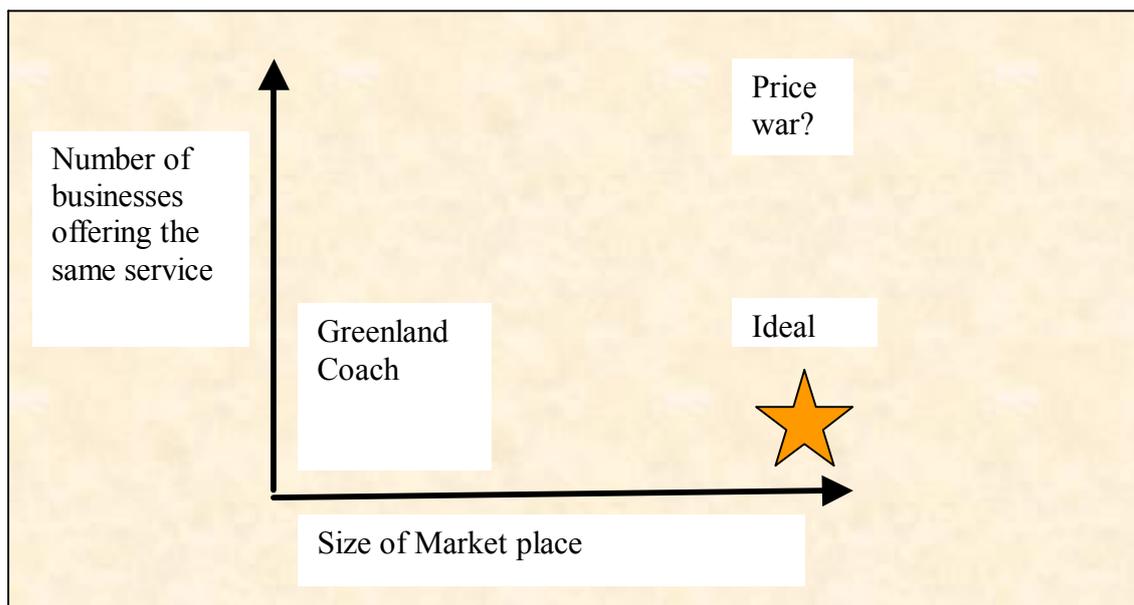
I don't know the answers... this is personal but unless you have defined these areas I strongly urge you to do so. And when you have done so how will you know you have achieved your end of the deal?

It is very likely that the 2007 market will continue to shift towards demanding the services of the subject matter coach. If this is what the customer needs then knowing who you are and what you stand for is going to be very important indeed. The myriad of possibilities is almost endless in terms of the subject areas a coach can operate within: *confidence, assertiveness, inter-personal skills, personal relationships, business relationships, leadership, career performance, business growth, etc etc*. Where can you really add the best possible value to your customer and at the same time remain true to yourself? This is very important to define not only in light of the growing trend towards specialism but if you lack passion for your subject it's only going to be a matter of time before this becomes obvious, if not to you then to your clients. I believe that in today's market place, you need to be clear about what you do and how it is going to offer value.

Defining your offer

Much is talked about having a USP (unique selling proposition). It's very important to differentiate yourselves and well differentiated businesses usually prosper. However there has to be a market for the USP. Let's be a bit silly for a moment and say that you are really good, truly, very good at working with the Greenland community, you understand them and speak the language fluently. Wow this is definitely a USP save for one problem... your market is likely to be very limited in the UK. Therefore you would need to understand how you identify this limited community, how might you get to them and what are you going to offer them. Most of you will have far wider audiences than my fictitious Greenland coach and we have already established that it's unwise to try and be all things to all people but equally so there has got to be a market for your area of specialisation. When you have defined the areas in which you specialise, have something unique about your offer and make sure that you effectively differentiate yourself from the masses. If you purport to be able to do everything, you

are competing with everyone else in the same space. If you specialise in assertiveness you will need to think about whom and where your target markets are likely to exist. The graph below might help you. It's a pretty simple concept... along the bottom axis (with no particular metric) is the size of the market, and along the vertical axis, the number of businesses competing in the sector increases the higher up the axis you go. In the bottom left we have the fictitious Greenland coach.... no competition but also no market....not good! If we go to the farthest point of each axis and plot the co-ordinate, we arrive at the point where all too many businesses reside; a pretty big market but also loads of people competing in that space. You might want to think about a strategy which positions you where the star is.... good demand and not too many people offering the same solution.



I believe that the days are fast disappearing where it is possible to define yourself with phrases such as

“Bob Jones...Life coach for everything you want from your life”.

For those of you that are familiar with Life coaching solutions you will be aware that we haven't been accepting new additions to the directory for some while. Frankly just about every submission was tending to quote this type of phraseology and the directory was beginning to lose value for its searchers. Remember the Internet is all about relevance. It's very likely that the directory itself will be re-launched but geared more to speciality...otherwise the only differentiating factor is likely to be geography and/or price...and that's not a compelling proposition.

What are your customers going to get as a benefit from dealing with you? Coaches are going to be expected to make a difference. People don't mind spending £50+ an hour if they get value...corporations will spend more but not for someone who says **I am going to help to bring out the real potential in you.** What does this mean? You probably know but the customer probably doesn't. People want results and you would be wise to really focus on this.

Surely if you specialise in assertiveness for example, some of the benefits to your clients must include...

- ❖ Become more concise in your business conversations
- ❖ Enjoy the status and financial rewards at work that your talents deserve
- ❖ Learn the art of saying no without appearing rude
- ❖ Gain the skills necessary to sell yourself to the people that matter.

These are real benefits to real people and after all people buy benefits.

How to target your market place

Your target market now has to be identified and cultivated. The challenge is deciding who to target and what process to follow once you have made this decision.

Establishing clearly defined target groups is therefore very very important.

Before defining your targets stop thinking about you and your offer and start to think as if you were the customer not the seller...you are always going to be far too close to it.

If you were going to be your customer...

- *Where are you likely to come from?*
- *Are you likely to be spending company money or private money?*
- *If it is a corporate spend, what type of business are you likely to be?*
- *Are you likely to be a small business or a larger corporation?*
- *Why might you be considering purchasing your product or service?*
- *If it is private money, what type of lifestyle do you lead?*
- *Where are you likely to live and how much are you likely to earn?*
- *What problem does your product or service need to solve?*
- *What does your business stand for and do you have any form of established brand identity?*
- *If you do have a brand identity or are in the process of developing it what is the personality of your brand...in other words if your business was a person how would you describe the person?*
- *Are you clear about the type of needs your customers have?*
- *Are you clear about the solutions you can offer*

The document overleaf might prove helpful in assisting you with this thought process but ultimately you have to be clear about who you are proposing to target.

Question	Answer
Where are you likely to come from?	
Are you likely to be spending company money or private money?	
If it is a corporate spend what type of business are you likely to be?	
Are you likely to be a small business or a larger corporation?	
Why might you be considering purchasing your product or service?	
If it is private money, what type of lifestyle do you lead?	
Where are you likely to live and how much are you likely to earn?	
Why might you be interested in the product of service?	
What does your business stand for and do you have any form of established brand identity?	
If you do have a brand identity or are in the process of developing it what is the personality of your brand...in other words if your business was a person how would you describe the person?	
Are you clear about the type of needs your customers are likely to have?	
Are you clear about the solutions you can offer	

Merely serving as an example let us assume that you are in the business of providing management performance coaching. You want to expand and you have gone through the checklist and deduced the following...

- Your targets are going to be businesses large enough to operate a management structure; therefore you might choose companies operating with more than 200 employees.
- There are so many possibilities that you have decided to start off with the high street retail sector and contact the Head Office locations
- Companies of this size are likely to have someone responsible for the recruitment and retention of managers. These people are going to be your targets and you have to find out who they are and where they are based.

How do you communicate with your market place?

This is going to be an extremely important facet in developing your business and in my experience so many coaches misunderstand the meaning of communication here. The medium of communication in this context is marketing and if you accept that people buy benefits and not features they are not really that interested in you at this stage. However all too many communications sent out in the name of selling seem to follow the pattern of the communication below, whether it be on websites, letters, emails or flyers.

**Bob Jones. BSc (Hons) XYZ, Dip' coaching, G.E.N.I.U.S
Personal and business coach**

Dear Sir/Madam,

I am a trained councillor and therapist and have been operating as a coach for the past 12 years. I have worked as a senior manager for XXYY before studying for my diploma... me me and more me.

**I believe that I can help you to achieve your goals
Contact me on 0123 45678 to get the life you deserve.**

**Yours sincerely
Bob Jones**

Well Bob... If you really are doing loads of business of the back of this type of communication, then your market is probably under supplied and you should be earning a fortune. The subject of compelling communication is fascinating and something that can only be touched on in this report but what I would like to do is share a few of the simple rules.

Written communication should obey the following rules:

- Properly addressed to your prospect. Correct spelling and title.

- You have identified their first name as well as their family name
- Everything is spelt correctly and you have sent it to the correct location.
- It should be no more than 1 page. Any more and it wont get read
- Keep it to 3 paragraphs only (physical as well as electronic copy)
- Paragraph one should identify a known problem for this type of client
- Paragraph two should suggest a solution
- Paragraph three lets the prospect know that you can supply the solution
- You commit to your follow up action at an agreed time
- Count the number of times your letter contains the words I, Me, We, Our, versus You, and Your. The latter must dominate.

I have enclosed below a real communication letter that was sent by an organisation whose appointment rate and client interest levels grew beyond their wildest dreams...

Dear Mr ,

- *Flight tickets arriving late!*
- *Executives arriving at hotels to find that reservations haven't been made!*
- *Important conference details missed off the briefing list!*
- *Booking agents inadequately networked and unable to respond quickly enough!*
- *People at the wrong place at the wrong time!*
- *Billing a muddle!*

Established businesses like yours don't develop by chance. Not only do your products and services have to be good so do your service levels. Don't allow them to be compromised by inadequate travel, conference, and hotel arrangements.

With our unique weekly performance-reporting suite you can enjoy peace of mind as well as the very best in corporate travel and entertainment management. I will contact you personally next week to show you how we work.

Can you see the difference? Reading the first few statements, the prospect must have been thinking yes...this aggravation does happen to me. The seller also has a strong basis on which to follow the communication up. What we have here is a short communication, which is compelling and speaks the customer's language.

How to get to talk to your business customers

Receptionists “gatekeepers” and secretaries block more sales opportunities than real decision makers ever will.

Knowing what to do and say is essential. Gaining mastery of how to manage the telephonist will guarantee you a huge growth in the number of decision makers you get to talk to. This in turn will transfer into your sales rate and of course your earnings.

The first truth to accept is that most people come across on the telephone sounding uncomfortable and like a sales person following up a lead or a letter of introduction. It invariably goes something like this

“Hello”, can I speak to Mr/s Buyers please”

Picking up this all too familiar approach the receptionist senses what’s going on here. “Who shall I say is calling”?

“ Oh, its Fred Sellers”

“Which company are you from Fred”

“I’m from Wonderful Coaching”

“Fred, I think Mr Buyers is in a meeting at the moment could you tell me what its in connection with please”

“ Oh I am just following up blah blah”...

You know what happens next. Was he was in a meeting? Will you get through next time even if you call?

Mastery of this all too familiar problem lies in two areas.

1. You have to stop sounding unsure. Be confident, friendly and assertive. Think of a business role model or someone you admire. Your voice should be clear and psychologically you should be expecting to get through to your target.
2. Stop asking if you can speak to your target. This is a question and like all questions the answer is either going to be yes or no. The receptionist’s job is to qualify the request and block non-essential callers. That’s their job and most of them are very good at it.

Somehow you have to create a sense of importance in your approach, which sends out a message to the receptionist...you are going to be connected.

Use the following sentence it really works, its immensely simple and will send your connection to target rates through the roof. It tells the receptionist who you are and whom you intend to talk to but in a way that is polite and will very rarely be questioned...why? Because now you have stopped using the average salespersons script and started to sound like you mean business

“Hello this is Fred Sellers calling for Peter Buyers”

If asked if Peter is expecting your call you can say yes because you have committed to call your potential client in your letter. Can you see the logic here?

This tip alone will get you through to many more of the corporate decision makers than you have ever done before.

Now you know that you are going to get through to more and more decision makers you will have to be very clear about what you are going to say to them and this takes us right back to the clarity with which you have defined your offer and its benefits. You have got to be clear about the benefits. These are going to have to come across and display congruence with your letter, website and all other marketing “touch points” you have.

Conclusions

There is a very bright future out there for you and the coaching profession but you have to be prepared to embrace changes to the market dynamic and you have to work carefully on the following steps.

Who are you? What do you stand for and what benefits are you going to provide to your customers?

Is your offer clearly defined? Can you explain it so that your target market is going to understand it and will want to engage with you? Have you differentiated your offer and is your area of expertise crystal clear

Have you created compelling communication pieces to help you get to talk with more people? Get this right and you will spend less time having to sell and justify.

Are you ready and able to go out and get your piece of the action?

Do you really want to generate the income levels you deserve?

If you are really serious about coaching and development and want to grow your business, I want to help you. If that’s your number one passion, the fact that you want to be paid for providing your service is fine but you must be authentic. I will be blunt you genuinely have to want to help your target audience improve their lives. At the end of the day there’s a limit to the number of coaches that I can help personally. My values are really important to me and I will not allow my reputation to be tarnished by assisting the wrong people to become wealthy. Apologies for being a bit straight talking but this has to be implicit for me in order for me to help you achieve the dramatic growth potential that exists in the market. You don’t have to have years of experience either but will obviously need to have the skills required to coach.

email me personally with your specific challenges. If this report has stimulated you or made you feel concerned that you are not achieving your potential then let me know where you think the problem lies but please try to be specific. I promise you that your communications are going to be read by me personally and then I will respond to you personally within 48 hours... It doesn’t matter which areas of coaching you work in or want to work in, what I want to help you with is your

business growth. Real nitty gritty issues. If you cant see your way through a sales problem I can assure you that I will be able to help you. Once I have ascertained your problem and a little bit about you, I will answer your question there and then wherever it is possible to do so...or I will suggest the quickest most effective and most cost effective way for you to solve your problem. My motivation is not financial. I really do want to see better coaches out there in the market place doing what they do best. When you send me your email can you please be sure to put in the message heading "**My coaching challenge**". I get hundreds of SPAM emails every day and would hate to delete yours by accident. Please send your emails through to mike@coaching-life.co.uk

I really do look forward to hearing from you and more importantly I really look forward to helping you make a difference.

Sincerely

Mike Legge

BSc (Hons) Psych'

Coach and owner of...

ChangeMechanics Ltd

Life Coaching Solutions