

Life Coach Training

December 6, 2011

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Voice Prompt: Last Hope Radio. **[Music]**

Michael: Welcome to Logical Soul Talk. I'm - my name is Michael Craig and I'm your host to this Blog Talk Radio Program that features interviews with folks I consider to be the best, brightest and most creative people in the world at least that's during most of the shows that I have.

Sometimes I just sit up here and talk about things that interest me. Either way, you're going to get a great show. And so, I hope you stay tune for the next 30 minutes and listen to what we have to offer to you because we've got some great stuff coming up.

Let me just make a little note here. First of all, what we're going to do is I'm going to go ahead and record this call and there we go. So, what – I wanted to repeat that. We're Logical Soul Talk. I'm Michael Craig. I'm your host. And we interview great people here on this 30-minute program.

And also, what I'm going to do is I'm going to talk about something coming up, a new project that we've got coming up. It's about coach training, most particularly life coach training. And that's going to be our show this evening. And it's 6 o'clock p.m. Eastern Time on Tuesdays. We have the show every week. It's a 30-minute show as I said and I welcome you to join the show.

If you're listening to this by a podcast, we're no longer live. However, you're going to get the same great information and I hope that you can join us every week or at least listen to the radio show at blogtalkradio.com/logicalsoul. You can download all the previews archive shows and I hope that you get a chance to do that because we've had some great interviews. And we've got a bunch of great interviews and information coming up in the future shows.

Now, just a little bit of intro about how I started the show and why, as I said I'm Dr. Michael Craig. I'm a chiropractor, a former chiropractor, for many years and I discovered that most people including myself have an underlying matrix or pattern of what I call hidden decisions that we made as small children or picked up from our parents, teachers and even our ancestors. And these decisions form our reality and affect our motivation and our destiny, quite frankly. Consequently, these decisions can either propel us to greatness or lead us to self-sabotage and failure.

Now quite by accident many years ago, I discovered how to access these hidden decisions to allow amazing results to happen in my own and other people's lives. And you can get more

information on my techniques and methods at www.logicalsoul.com. If you're interested in finding out more about the technique that I use for working on money issues, a very interesting website to go to would be www.moneymatrixmethod.com. That's www.moneymatrixmethod.com.

There you're going to get a free video to explain how and why this technique differs from just about anything else you've ever heard of. And it's got a great, great – a bit of information inside, a free gift, things that you can get inside. So, be sure to go there, sign and get that information.

Now, my guests were selected – the times that I have guest. And I believe I have a guest today, Dr. Ron Owens is going to join me here. He's a life coach. And I'm going to tell you a little bit more about him when calls in. He's – I sort of called him at the last minute here asking if he could be on the show because he is a life coach and we are working on a curriculum together. And I'm going to go over that a little bit more in detail as the show goes on.

But right now, what I want to tell you is that the life coaching program that we're going to be creating is going to be found at www.mycoachtraining.com. That's www.mycoachtraining.com. That website is not set up right now. I mean it's set up but it's – there's nothing much on it as of December the 6th 2011.

Hopefully, within a week or so, we're going to have some more content. We're going to have some interesting things that you can look up and check out. And definitely by the New Year, we're going to be having some courses that we're offering and some things that we have that you will find very interesting particularly if you want to be a life coach.

Now, the topic of today's discussion is – so you want to be a life coach or do you want to be a life coach? Or if you have thought about being a life coach, what the heck is a life coach or a coach and how can you get in to that bandwagon or on to that bandwagon. But the fact is that there over 40 – let's see. Well, I don't want to screw up the statistics here but I believe there are 40,000 coaches nationwide or is that worldwide?

[0:05:00]

I'm sorry I don't have my facts clear but I just heard the number 40,000. So, I assume that that's nationwide however, it may be worldwide. Life coach is – that working with other people and this information – actually this fact is that there are a lot of life coaches out there who are able to help other people...help other people get their lives straight either financially, emotionally, relationship-wise or spiritually.

And different life coaches have different areas of expertise. Ron Owens who I'm going to have on the show a little later on is a spiritual adviser or a spiritual coach whereas there are other people who are more business-oriented, business coaches, money management coaches.

There are coaches for, you know, relationships obviously. There are coaches for life coaching related to – I'm just – I've sort of seem to be scattered. I've got ADD. I don't know what to do. Help me out. There are coaches for that.

Now, the definition of life coach is someone who simply helps someone hold them accountable to a plan of action that will help them get their life together. That's a simple definition and that can come in any way, shape or form. And you say, well why would I want a life coach? And the simple fact of the matter is why would you want a coach for anything?

The fact of the matter is you want a coach if you're striving for excellence in any field, in any form - way, shape or form in life. The fact is that coaches are necessary if you want to become successful, if you want to succeed in what you're trying to do. And a coach, the idea of a coach comes from athletics obviously. Coaches - every team – every successful team and even a lot of unsuccessful teams have coaches.

And the fact is a coach is someone who's necessary to hold the agenda, to state the vision, to set the agenda if not hold the people accountable for what they say they're going to do. If a coach – if you have a coach, chances are, you're going to at least agree with that coach that, "Yes, I want to go in this direction and this is what I want to accomplish."

That coach's job is to not only give you the tools as best as he can or the – or facilitate your ability to get there but also hold you accountable. Now, those - have you achieve the results you set out to achieve? Do you have a level of satisfaction or a level of achievement that you're aiming for?

If not, how do we tweak this so we can come back at this in a slightly different format and achieve success for you? And so, quite simply that's what a coach is all about. I noticed my coach Ron Owens is calling in. Let me see if I can get him on the line. Ron, are you there?

Ron: I am here, Michael. Good evening.

Michael: Oh, this is – everybody, this is Dr. Ron Owens. He's a Ph.D. He's a psychologist. He's also a life coach or I would call you a spiritual coach. Is that correct, Dr. Ron?

Ron: Spiritual life coach, yes.

Michael: Okay. I was just talking about coaches and why they're necessary and I mentioned the athletic model that if you're striving for excellence in any field, a coach is important to have simply to hold you accountable if nothing else.

And a lot of times many coaches will give you the tools and the directions and the vision necessary to take you to that place where you want to be. And I have coaches in a lot of different areas, Dr. Ron. I use coaches for internet marketing. I use coaches for writing. I have coaches for, you know, working out, holding me accountable for different things. My wife is a coach. She holds me accountable just about everything I do. [Laughter]

So, we all – like it or not, we all have coaches some more than others and quite frankly, I'm thankful for my coaches. And I thank you for joining the conversation tonight. What is – first of all, Dr. Ron, what is your experience with life coaching yourself and what prompted you to be a life coach?

Ron: Okay. Life coaching is something that really can apply to any area. The things that you've mentioned, the sports coaches, business coaches, marketing coaching, et cetera, those are what we refer to as directive coaches because they advise, they consult. They tell you what you need to do.

Michael: Uh huh.

Ron: But we also have non-directive coaches where the coach really doesn't advice. But what the coach does is help the client set out the agenda to clarify what the client's goal is and then help to develop a plan to achieve that goal and then hold them accountable.

Michael: Right.

Ron: Non-directive coach is an expert in the process of any particular field. Now, because of my background, I can do generic life coaching in a non-directive fashion or I do more directive coaching in the area of spirituality or real estate because that's my background or even in entrepreneurship.

So, life coaching is something that I got in to several years ago as a way to help people move from point A where they are to point B to where they want to get to.

[0:10:09]

Michael: Uh huh.

Ron: And a lot of times as an individual, we really know what it is we need to do, we just need somebody to help us put it down on paper and hold us accountable to get there.

Michael: Got you.

Ron: And that's what a life coach does. So, that's why it doesn't matter if you're talking about losing weight, quitting smoking, getting a job, getting a college degree or whatever it is, it's all moving from where you are now to where you want to be.

Michael: Got it. That's a very important distinction between the directional and non-directional coaching because a lot of people think of coaching as well is just another teacher or somebody who's going to teach you how to do something and then put your feet to the fire and make you do it, that kind of thing.

But what you're saying is basically your position is to hold their hand, get them to understand what they want and then hold their hand, hold them accountable and see, you know, facilitate

in any way you can. But not necessarily teaching but more or less just allowing them to blossom in that area that they're looking to blossom in. Is that correct?

Ron: Right, it's more as a facilitator.

Michael: Right.

Ron: If you're working with that, you know, the more directive coach or let's just say the business coach, then the business coach is going to prescribe to you a series of steps that you need to go through in order to improve your business or to develop your business or do whatever. And that becomes the coach's plan.

With the life coaching or non-directive coaching, the client and the coach work together to develop a plan and rather than a coach telling the client what they need to do, you lead them to discover for themselves what they need to do. You may assign research projects or you may, you know, tell them to look something up from the internet or whatever.

But once that plan is developed, the client owns the plan. So, if they get to the point where they don't want to do it or they can't do it or they miss a step, you know, it's not a matter of not following the coach's direction, it's a matter of not following something that they have developed themselves in collaboration with the coach.

So, if they own the process, then they are more likely to participate in it and carried out through to the end. A lot of times, people are just say they want to achieve a goal but what really they're looking for is an excuse for not getting to go, you know, "This coach's plan wasn't good enough," or, "I didn't have enough time," or worse, "I don't have enough money," or, "I'm not good at..." whatever it is.

Michael: Uh huh.

Ron: So, that's why it's important for the life coach to lay out a reasonable, attainable plan so that the client can achieve whatever their stated goal might be.

Michael: That's great, that's great. If you're listening and you want to ask Dr. Ron or myself a question, please call us in, area code 347-843-4544. That's 347-843-4544. Obviously, if you are listening to this as a recorded podcast, the number will not work. However, we thank you for joining us.

Dr. Ron, I appreciate you joining me here because it was sort of a last minute thing and I mentioned that earlier in the broadcast but I appreciate you taking the time to do that. I'm really glad to have you because quite frankly, my experience as a life coach is basically coming from an angle of a doctor, of a chiropractor, of someone who've counseled a lot of people, consulted and essentially been a counselor more than a chiropractor in many cases. And developing the technique which, you know, is called the Logical Soul and to a lesser degree, the Money Matrix Method which has to do with money.

But essentially, I developed those techniques as a non-directive type of coaching I guess is what it looks like to me. Looking back on how it developed, it was basically non-directional. But I want to find out where people were and where they wanted to go and what was stopping them getting there.

And I have sort of had a hidden agenda having Dr. Ron on the show because he and I are working on this program on life coaching coming up. And I value his input and I want to make sure that we're on the right track here that the technique that I'm talking about is completely compatible with life coaching and the type of coaching that we'll be teaching at mycoachtraining.com. Is that correct, Dr. Ron or –

[Crosstalk]

Ron: ...correct because in life coaching, one of the most important skills that we teach coaches is questioning, knowing what questions to ask. You're not, again, telling the client what to do but you're asking the appropriate questions so that the client discovers for themselves what they need to be doing.

And certainly the Logical Soul technique is one that helps facilitate that client getting in touch with their inner being or their inner child and discovering some of the things that might be throwing up obstacles to achieving the goals that they've been trying to achieve for years and not really knowing why they haven't been able to do it.

[0:15:20]

Michael: Right. So, what – you said something very interesting to me and I didn't really think about it until you mentioned it that this technique was fairly powerful for simple reason that it was able to access a subconscious in ways that you had not seen previous to that. Do you want to elaborate on that just a minute?

Ron: Sure, as a –

[Crosstalk]

Michael: ...talking about -

Ron: As a trained psychologist and as a hypnotherapist, one of the things that we do is try to get in touch with the subconscious to discover what actually motivates people to do some of the things that they do because very often, the conscious mind is not aware of factors that determine behavior -

Michael: Right.

[Crosstalk]

Ron: ...this mind doesn't know those hidden things that are preventing you from achieving the success that you've been searching for. But once you get in touch with the subconscious mind

then it does know those things. And if you can communicate directly with that subconscious mind traditionally through hypnosis or other techniques, then maybe you can discover the things that need to be worked on.

Now, with the Logical Soul Technique, it's you can access the subconscious much more quickly than you can through hypnosis and much more directly because I have been able to see the Logical Soul Technique working literally minutes and achieve what it might take through hypnosis weeks and weeks of weekly sessions to be able to discover.

Michael: That's a great work, Dr. Ron, appreciate that. That's a validation of something that I was taught for many years. And also, the reason I developed Logical Soul was for that reason because I got frustrated. You know, as a chiropractor and as a practitioner and a counselor, I got really, really frustrated when people just weren't responding or, you know, I could clearly see things in themselves that they could not see.

And that's the way it goes, right? I mean we see in other things that we can't see in ourselves and vice versa. **[Laughter]** And so –

[Crosstalk]

Michael: ...what I...what I found valuable with the muscle testing and that's part of the techniques we use in the Logical Soul is that consciously, you can get instant feedback with what your subconscious is telling you. I mean instant feedback. It's not like you have to wait for minutes or hours or days or you know, wait for real life to kick in and see what results you get as results for this thought or this feeling.

It kicks in right away and so, you can almost predict how things are going to go based on these hidden decisions or inner prompt things that we have and you can measure that essentially. It's like –

[Crosstalk]

Michael: Yeah, go ahead.

Ron: Yeah, I was just going to say absolutely because one of the techniques that we do in traditional therapy is dream analysis. And as you know dreams can be very complicated and convoluted and trying to figure out what the real meaning is.

Michael: Right.

Ron: It can be very difficult to do. But with the Logical Soul Technique, you can just ask questions directly and get an immediate response. You don't have to go through all these analysis that may or may not be, you know, correct.

Michael: Right. So, at that - that's an important point. And I'm always updating this process and as well as getting feedback from folks like Dr. Ron and some of the people I've taught previously. By the way, just to put a plug in here, Dr. Ron. If you want to talk with Dr. Ron or

send him an e-mail or communicate directly with him, his website is www.coachronowens.com and he'd be happy to answer your question as best as he can.

Our website and I said Dr. Ron is going to help me work on the book. We're going to be coming out with a book on this talk that we're having this evening. And also, invite you to take part in some free training that we'll be offering as well as some advance training. And you can get more information to that when it's available. Right now, it's now however soon **[Laughter]** by the end of the year for sure at www.mycoachtraining.com.

That's [mycoachtraining.com](http://www.mycoachtraining.com) and I hope to have a whole lot of information and free stuff available for you from both myself, Dr. Ron and others that can help make your coaching practice if you want to be a coach, that much more powerful.

So, Dr. Ron, what – the talk tonight is how to be a life coach or do you want to be a life coach, how do you know if your – if life coaching is for you? In other words what would you suggest to somebody who is thinking of life coaching or coaching business coaching, life coaching, that type of thing is a career, what would be a good measure of – what would be something you want to look at if this was something you were considering as a career?

[0:20:07]

Ron: Okay. You know, a lot of people really want to help other people. You know, they have a desire to help other people solve their problems or you know, reach the goals that they want but you haven't had any specific training. I'm not an expert in business so how can I help somebody in business? I'm not an expert in fitness business so how can I help somebody in fitness? Or I'm not an expert in whatever area.

Michael: Uh huh.

Ron: So, what life coaching does is to take someone from, you know, almost any background and train them in the process because again specifically for the non-directive coaching is the process that you learn, you know.

Michael: Uh huh.

Ron: And so, how you carry it [0:20:51] [Phonetic] really doesn't matter. So, it's a matter of learning how to appropriately set goals, how to develop the plan and then holding people's accountable to the plan that's been developed. So, it doesn't require, you know, a college degree or a master's or Ph.D. or a counseling training -

Michael: Uh huh.

Ron: ...or whatever. Our course that we're going to be offering after the first of the year will, you know, consist of, you know, a relatively short number of hours. I mean it's not something that you have to study for years to learn to be a life coach. And yet, you will be equipped to

help people in any number of areas. You know, you don't have to be an expert in a particular area.

Michael: Right, right. So, it's just – it's more or less what you – it's more about your passion, really. It's more about what you find to be, you know, the idea that helping people as your passion and that's really overriding concern. Is that correct?

Ron: That's right. It gives you a mechanism for really helping people with whatever situations they have. I'm not even going to say problems because it's really not necessarily a problem that you want to improve the income of your business or not necessarily a problem that you want to, you know, get a degree or whatever it might be.

So, it's just helping people to achieve different milestones, achieve different goals that they really don't know how to do on their own. They just need a coach to provide some direction on how to get to where they want to go.

Michael: Got it. And so, it's basically if you know the techniques like we'll be teaching at mycoachtraining.com, you can apply those techniques to pretty much anything in life to whatever scenario comes up.

I was interested to discover that, you know, the technique that I was using and this was actually part of the problem that I had in marketing was that the Logical Soul work applied to so many different areas that were so difficult to pin down and say, "Well, how can I market this thing?" [Laughter] You know -

Ron: That's right.

Michael: And that's one of the difficulties that life coaches have too is that it applies to so many areas in life that it's very difficult to market. And one of the things I want to – we were going to share with you at mycoachtraining.com is how to market this thing called life coaching.

I mean what is it that you – what's the message you're trying to say? What set you aside from other people or other coaches in such a way that you would be the only logical source for the information that these people are seeking. Or you would be the only logical person that they will go to.

So, there are ways of marketing your practice in such a way that you can get more clients and obviously the name of the game is that if you're going to be in business as a coach, you need to be able to attract clients or to get client. And that's part of what our course would be teaching.

Now, share with me a little bit, Dr. Ron about what are some of the courses out there because I know there's a whole lot of courses out there on teaching, in certifying life coaches and that thing. First of all, is there a central certification process? Is there something that people have to have in order to be a life coach?

Ron: Right now, there isn't. There are a number of universities, a number of organizations that have classes or courses in life coaching. And some of them very – from the very minimal up to the very detailed and from very inexpensive to very expensive.

Michael: Uh huh.

Ron: But there is no licensure requirement because it's such a new area. So, practically, you know, anybody can say that they are a life coach trainer. What's important is who is providing the trainer that's going to allow that coach to have a successful experience with their client?

Michael: Right.

Ron: So, if the client reaches the goal that they have set for themselves with the help of a coach, then that coach has been properly trained. So, in our training, we will include areas such things as, you know, reading body language, subconscious motivation and different things to help the coach understand what the client is really saying to them even though they may not be saying it verbally.

[0:25:07]

Michael: Right.

Ron: So, get to those underlying motivations and to help that client move from step to step to step all the way up to accomplish their goal.

Michael: Right, exactly. Plus I've noticed that a lot of times, reading body language some – it may be difficult but if you're using muscle testing, you know, the subconscious will talk to you loud and clear. And so, we're also going to go in to scenarios where what do you do if you don't feel comfortable with muscle testing or your client doesn't feel comfortable with muscle testing for whatever reason, I would imagine.

But there are different things – there are different scenarios and different scenarios that will come up. And so, these are all the things that will be addressed.

Ron: It's right and we can even show clients how to do muscle testing themselves.

Michael: Exactly.

Ron: You know, they don't have to have a professional trainer to do it. You know, they can do it, you know, with their spouse or, you know, luckily, by themselves.

Michael: Uh huh.

Ron: So, there's a number of different ways to do that.

Michael: There's even a technique where you can use the muscle test yourself but it's – it's much better to do it with a partner.

Ron: Right.

Michael: And actually you as a life coach, if you're becoming a life coach would be that person who would be that disinterested - second party which would basically facilitate that person having a conversation with themselves or their subconscious being. I call it a subconscious being because it acts like a being instead of a thing. And so that's – yeah, so it's going to be a great course, Ron. I appreciate you're being part of it because it sounds like we really got some stuff going on them all here.

Ron: Well, I'm looking forward to it.

Michael: So, is there anything else you want to add as far as what – yeah, I had a question Dr. Ron because -

Ron: Yup.

Michael: ...you said it varies from very detail and expensive to very inexpensive and not so detailed. What would be the basics that people would expect as far as life – well, I think you probably already answered that question teaching people how to listen and doing other things. But what the – what would be an expensive course, you know, the details and all that? What would they have that the others don't that would make it so much more expensive?

Ron: I think, one – you know, one of the things that's critical is to be able to get some hands on experience to be able to observe coaching being done or to be able to do coaching and have a critic by the trained specialist.

Michael: Uh huh.

Ron: A lot of these life coaching training programs will send you, you know, an e-book or some audio tapes or whatever and as long as you pay for it and you are certified.

Michael: Uh huh.

Ron: So, one of the things that I know would be necessary is to be able to accomplish some competency level or you wouldn't be certified not just by maybe **[Audio Glitch]** from the course.

Michael: Right, right. So, as far as mycoachtraining.com is concern, we'll have pretty much both spectrums. We'll have – or the full spectrum rather. We will have the course available for those who want to help others in a limited fashion and as well as advance training for those who want to go all the way and get certified, become very adept at doing the techniques and the work necessary to help other people. And so, I guess that's what we're saying. Is that correct?

Ron: Right, they're going to be able to establish their own business and coaching...coaching individuals to achieve their goal. You know, and others would be taking the course just to learn how to do it for themselves. So -

Michael: Right. Is there – we got about 1 more minute, Dr. Ron. Is there any book or any information that you would suggest to people other than our book which will be coming out in New Year - **[Laughter]**

Ron: Yeah.

Michael: ...if that people, if they're interested can go check out or read up on that to get a general idea of what life coach.

Ron: Really, there is not one in particular. You know, I have read a number of books and that's one of the reasons why we're writing our own book because everyone that I have read has some part that I felt that either wasn't developed beautifully enough or **[Music]** needed to be substituted to something else.

Michael: Great. Dr. Ron, thank you –

[Crosstalk]

Michael: ...so much.

Ron: Okay.

Michael: I'm calling you back after the show. That's Dr. Ron Owens **[Background Noise]**.

[0:30:00]

Michael: Okay, well, thank you for **[Audio Glitch]**. This is Dr. Michael Craig. Be sure to go to www.mycoachtraining.com. It's mycoachtraining.com. Probably towards the end of the December or beginning of January to get more information on everything we've talked about on this show.

Again, thanks for joining me and be sure to spread this show to people. Send the podcast to your friends and let them know what we've got here on Logical Soul Talk every Tuesday at 6 p.m. Thanks for joining.

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