



PROFESSIONAL CHRISTIAN COACHING TODAY

Chris McCluskey & Kim Avery

*The podcast dedicated to Raising the Standard of Coaching...
and Changing the World*

Episode 009

Inspiration for the Coach in Private Practice with Dan Miller

CHRIS: Oh we got a good show today. I am looking forward to this, Kim. You know that our guest today is a longtime friend of mine. Dan Miller and I first met more than a decade ago when we were both serving on a committee that was looking to put together a launch of an effort in the newly emerging field of Christian coaching. Neither one of us knew each other, neither one of us had our first primary books out on the market yet, but we both had them written and into our publishers. So he was talking with me about the release of this book that was called 48 Days to the Work You Love. Of course I was getting ready to release the book that my wife, Rachel, and I wrote called When Two Become One. Both books have gone on to do extremely in the market place. They are still out there all these years later, but the friendship with Dan has deepened tremendously during the passing of that more than a decade and the whole field of Christian coaching, of course, has exploded during the passing of that decade. It's particularly fun for me to be able to bring Dan into this podcast today. We're going to introduce him here in just a moment, but Kim, you met Dan earlier this year. We were on a winter cruise together, right?

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KIM: Yeah, that 48-day cruise, your family, mine, and so many others. It was kind of like, “Ooh, I’m a fan. I don’t know if I should talk to him” kind of moment for me and then just this past month, to be able to go to an art show out of The Sanctuary and see Dan and Joanne, and her thriving and her strengths in contributing, and their granddaughter as a budding entrepreneur, it was like seeing the dream really lived out. He’s authentically, Chris, as you know what he promotes, what he says he is, what he says is possible is what he is living in his lifestyle. So it’s sweet and I’m excited and looking forward to more today.

CHRIS: Yeah this is beautiful. Kim just mentioned there The Sanctuary. Dan can tell us a little bit about that. Dan, let’s just welcome you to the show. Thank you for joining us today.

DAN: Absolutely. I’m excited to be talking with you guys not only about the subject of Christian coaching but just because we have deep friendships that do go back years as we already addressed.

CHRIS: Yeah and as Kim said, you do not just teach and preach this. You live this and so tell the listeners a little bit about, where are we talking to you from right now. Of course Kim is in Florida, I’m here in Missouri. Tell us where you’re talking to them from and what is The Sanctuary.

DAN: Well, I’m in Franklin, Tennessee, just south of Nashville, beautiful rolling hills that we love, having our little 10 acres carved out. The Sanctuary is an old barn that was on some property adjoining ours that we purchased and instead of just tearing it down like any intelligent person would have done, we redeemed it. So it’s a wonderful place where people can come and feel the sense of sanctuary, the peace and restoration that they described in having been here, and it really is, just in the middle of kind of a pasture but we’ve turned it into a place where people can come reflect, release their creativity, feel like it’s a safe place to explore new opportunities in their lives. That includes, yes Kim, from my granddaughters who are 2 and 3 years old up to people that are 88 years old who come and seem to experience the same thing here.

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It has been a wonderful way. Sometimes in coaching, I'm asked, "Dan are living the life that you're talking to me about?" I tell people, "Come spend a couple of days with me and then you decide." But it's not just lip service to a life of meaning, purpose, and fulfillment, but it really is a life that we've carefully chosen and intentional about how that's played out day by day.

CHRIS: Well, it's especially good kick off place for us in terms of today's podcast topic. We've called this podcast "Inspiration for the Coach in Private Practice" and we're going to be tackling three primary themes today. They will be illustrated by stories such as what you're saying there. Not just little factoids and teaching us principles, and three points to remember on this and that but the very practical, how do you step out, how do you live out a mindset that then translates into a lifestyle that the work that we're doing as Christian coaches facilitating that lifestyle instead of the reverse which is too often we do try to cram our lifestyles into all the demands of the work that we're doing. The three things that we're wanting to address today principally are the internal struggle that an awful lot of our listeners will be able to relate with as they are transitioning into coaching, private practice, setting up their business, those are what our listeners who are doing that, the struggle with getting comfortable with charging for their services and charging a market rate for their services not just charging, "Hey, you buy me my free Starbucks and I'm good to coach you" but actually making a living out of it by running it like a business and charging the market rate, and then secondly, we are going to explore a little bit of the internal struggle with letting go of what, for most of our listeners for many, many years, for many times for decades, has felt like security, the security of the job that they hold and the predictability that it seems to afford, "How do I let go of that in order to really embrace entrepreneurship just not kind of a hobby or a play thing but as a career. Finally, we will come around to, okay, you've decided you're going to do it. You're launching it as a business, charge the market rate, cut the ropes and launch out on this new direction. How do you access and work out of the best of what God has actually placed within you? How do we bring our A game to the growth and development of a coaching practice? Dan, let's just start with the first of those three very common

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internal struggles. Many, many times, persons will contact us about the school, thinking about taking our classes at Professional Christian Coaching Institute and they will say, “Love the idea of this, really excited that people are able to make a living at it. How do you charge for this? Isn’t it just helping people and isn’t that what we’re supposed to do in the Body of Christ anyway? I don’t know if I could possibly market myself.” So there’s just a lot of hesitations right at the beginning about setting up something that could ever provide an income for them.

DAN: Yes, there is. I grin as you are describing that because it was classic like what I had to deal with coming into coaching. I was teaching a Sunday school class and doing a lot of volunteer work in our church. It seemed to be just an insatiable vacuum there and when it got to be 20, 30 hours a week, my wife, Joanne, started saying, “Wow, if you’re going to spend this much time doing it, it ought to have something to do with our family income not just as a volunteer.” That was a very difficult transition for me. My dad was a Mennonite pastor and the idea that you would be paid for something that you really understood as a ministry gift was just unfathomable, meaning we didn’t do that. Things that were in ministry, we didn’t charge for those as part of being the part of the body as you described. It’s only those things that we did that had no connection with to our spiritual walk where we could charge – if that’s milking cows and selling, that or building furniture, whatever, that’s okay, but that’s different. That’s not our spiritual life. That’s not our ministry gifts. So it wasn’t without trepidation that I moved gently into this, but there were so much immediate affirmation. There was the confirmation immediately that, “Oh, so you’re not just the nice guy at church. You really are a professional. I could really take what you’re saying seriously at this point.” There was an immediate affirmation that this had more value when I charged for it than anytime previously, and it really opened my eyes to some of the dynamics that were occurring.

KIM: It’s fascinating to me that you said there was after you did it an immediate affirmation, it sounded like you took the step of faith first and then got the affirmation. I’m curious to know if you put that in slow motion, what was it you

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were saying to yourself to go up to that very first person for the very first time saying, “I’d love to help you. By the way, here’s what I charge.”

DAN: Right. I was very thoughtful about that process because I had been for so long doing it free. I was concerned that there was going to be push back, “Okay, now you’re just becoming materialistic and greedy where instead of just using the gift that God has given you to help the body, now you’re going to buy a new Mercedes with it or whatever.” I didn’t approach it like that and because I was spending so much of my time doing that, it seemed clear that God has opened the door for me to spend even more time in doing that and so to be a faithful provider and responsible provider for my family, there had to be some kind of economic model connected to it. So I put it on paper. I kind of removed it from me personally saying, “Okay, now I’m going to charge you” but simply to say when somebody asked if they could get together with me personally, I’d be delighted to do that and I pull out a sheet of paper and say, “Here are the ways I typically work with people. Which of these would work best for you?” I was amazed to find that almost immediately, people were going to the most expensive option that I had, recognizing that in our culture, there’s a clear connection between cost and perceived value. If something has no cost, it probably doesn’t have a whole lot of value. If I’m coaching somebody just as a friend and I suggest that they go out and identify 30 prospective employers tomorrow, they’d go, “Well whatever. Dan is a nice guy,” but I’m really not going to do that. If they have paid me for that advice, chances are exponentially higher that they are going to implement and act on what my advice was and I realized how I had been disserving people, not serving them well. I had been reducing the amount by which I could actually help them by not charging, and it really helped me kind of not rationalize and justify, but to understand the dynamics of what was happening and move into that very comfortably. That has been confirmed again and again and again, not only in the work that I do but in other coaches that I interact with.

CHRIS: We definitely see it here, Kim and I, in our own practices and with the students that we teach that that issue of having skin in the game, it just makes the entire process so

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much more likely to return a really big return on the investment because as the old saying says, “They put their money where their mouth is.” You say you feel like God is calling you that. You say that you sense a new season opening up, you say you’re tired of making New Year’s resolutions or going to sleep at night staring at the ceiling struggling with whatever, “Well, if you really ready to do something about it, I’m here to help and here’s what it costs.” They commit that by golly finally in many cases, they start to follow through on it.

DAN: Absolutely. We’ve seen that borne out again and again and again. It’s a difficult lesson for a lot of Christian coaches, but I’ve worked with Christian coaches who have been in a very, very desirable position, recognizing they don’t need to generate more money for anything that they have responsibility for. Even in those situations, we structure what are the fees you’re going to charge so you have credibility with the target audience that you want to have influence and impact with. One of coaches just last year was very well off financially but he recognized this dynamic that we’re talking about so he set up a foundation. So the money comes into a foundation. Nobody would recognize the name of it as a being a nonprofit but the money goes to that and at the end of the year, he has the pleasure of giving away 100%. So it doesn’t impact his personal tax obligations but it still represents, it still embraces the idea that people need to have skin in the game in order for them to act and implement on the advice that we have as coaches. Again, we serve them best by having an economic model in place for that.

CHRIS: Beautiful examples. I’m reminded of Christ saying that if we’re going to follow Him, we have to take up our crosses and follow Him. He was emphasizing in many different ways in His ministry here that it wasn’t going to be a cake walk. He’s not just here to pour Himself into us and not require anything in return. The life of the Christian is about investment all in, full game, let’s go. So this should line up with that, but somehow in some our theology, many of us really struggle with it. I know, Dan, that wasn’t the only struggle that you had internally particularly coming from that conservative Mennonite background that you were talking about earlier. What

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other internal struggles with charging for service, with abundance mentality, with charging even higher market rate for your services and then “Oh goodness, wait a minute. Am I getting too much income coming in here?” What other kinds of struggles did you have around the charging for service issue?”

DAN: Very quickly it becomes one of “When is enough enough?” So if I can make my mortgage payment and keep food on the table and clothes on my children, is that enough? Is that determinate then that I don’t need to charge anymore or charge any longer? No it’s not. I always start with who is it that I want to serve. I have a coaching package in place right now, Chris, and I just had a lady here a few days ago for this, but I call it the “Walla Experience.” Walla being a French term like, “Wow, look at what happened,” but it’s that kind of experience where somebody comes in on a Wednesday night, we allow them to stay here at The Sanctuary and then Thursday, I devote the entire day to just working with that person on their business. It’s more of a business focused than it is personal discovery in this particular case, but it’s totally focused on them. Nobody else around, just us working on their business, and then I take them to the Country Club for lunch. For dinner, Joanne joins us. We have a wonderful dinner together and that ends it. It’s one day. it’s \$7,500 and I have people holding their hand up saying, “How soon can I get into that?” Ironically, that is more money than my father ever netted in his business in a year based on the knowledge that I had, in a year. That’s pretty humbling to recognize that I make more money in a typical good day than my dad did in a year. But it’s not I hope because I am pushing and pushing and pushing to accumulate more but in that that I just described, it’s so that I can serve well those people who are candidates for that, those people who are at a high level of success any way that you would define it but they are saying, “I’m not sure that I’m doing the very best that God has put in me. Help me make sure I’m on track.” So to have validity in that space with those people who are already high income earners, I frame that in a way that they would see us having value and that’s exactly what’s happened.

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KIM: So even as you're charging money, you're really thinking of other people as what God said. I mean, that sounds kind of crazy but you really are. How can I best serve them? How can I help them get the result God is calling them to have and the impact they want to have in their life because the money is nice and I could use the money. I can give it to the Lord or I can keep it for my family" but you are starting with the other person and actually what's best for them.

DAN: Yes, absolutely, Kim. Thanks for pointing that out again because it brings up an important point. I start with who it is that I want to serve. So with the same kind of mentality, I could decide, "I want to serve single moms who are coming off welfare and back into the workplace." Now with them, I'm not going to have \$7,500 one day coaching event obviously. It will be ludicrous but with them, I may have very inexpensive personal coaching sessions but in order to have a reasonable economic model for myself and my family, I'm probably going to do some group coaching. So it's \$35 apiece. We're going to have 20 people in the room. By the way, here's an \$11 audio program that will really help you. So now we're talking about products that reasonably serve the target audience I want to serve, but then we're talking about how can I leverage that? How can I make access to that pretend thousands of those single moms which is quite easy to do in today's environment and still end up at the same place financially? It's not predicated by me saying, "Ooh, I want to earn this much money." No, it's "Who do I want to serve, how can I do that well?" It's not a matter of well, if I'm going to serve the underserved or the marginalized people in the world, then I'm going to have to live on beans and rice. That's another place for Christian coaches go really quickly. "I want to serve those who struggling." "Fantastic, very honorable, let's figure out a model where you can do that and you can still thrive financially."

CHRIS: Exactly, so well said. Golly, this could be our only theme for the day because I know that we've got every listener turning up the volume right now going, "Wait a minute. This is really rich and there's depth here." Kim, you know that one of the things that I enjoy with Dan is that we're in a mastermind group that meets at his place, The

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Sanctuary, two or three times a year, and we meet of course every week via Zoom for video conferencing to challenge each other, to keep calling each other up to higher plains and keeping each other abreast of new developments in the field and such. This last meeting that we had just last month out there at The Sanctuary, Dan, you provided for us a visual. Metaphors are great but a visual metaphor when you really see it play out, not sure how that's going to play here on audio, but would you mind sharing with us a verbal explanation of that visual that you gave us there at The Sanctuary regarding abundance mentality as a Christian business owner and struggling with this – how do I charge, when is enough enough, how do I then from the abundance bless others, and all that good but very theologically difficult stuff?

DAN: Well it is and it's wonderful to have the visuals, but I think we can create that as we talk about it here. It comes from the idea that many Christians have that they serve best out of an empty cup. I gave everything that I have. We talked about the widow with two mites. We use examples like that. Some create the impression that it's most godly to have nothing myself. Well, when you really carry that out, it's pretty easy to understand, it's hard to really help people if we have nothing ourselves. There are some examples and the example I used was I had three containers with a bottle of wine behind each one set on a table. I had one very small container about the size of a little shot glass then one beautiful goblet set on top of a saucer, and then on very large container, like a trifle bowl or something. the example is that with the very small cup, I know the resources are out there but I don't need anything myself so I'm not even going to tap into the resources that God has made available to me. So there's no way that it can flow through me to a deserving and receptive audience, they just stay out here separate from me because I don't want to taint my Christian walk by having access to the goods, opportunities, and finances that are readily available. At the other end of the spectrum is a very large container where I'm going to tap into the resources that are available for me. I'm going to put them in my own cup but I poured the entire wine bottle in there and it was still only about half full. If my personal cup is so large that I can't fill it during the course of the week with work that I do, something is out of balance there. There needs to be something that flows

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through me to others. The cup in the middle, this is like the story of the three bears, I think here, but the cup in the middle is just right. The example I used comes from a Jewish ceremony that happens on the evening of the Sabbath. It's called the Halvah Service. In that, there is a goblet on top of a saucer and they pour wine into the goblet which I did here until the goblet is full and I continue to pour and it flow over into the saucer beneath that. The symbolism is that we're going to go out into the workplace this next week and we're going to do work with such excellence that it fills our cup and there's abundance, abundance, and abundance from which we can share with others. That's where I want to be. Now there are some theological challenges in that in that having we need to decide how big is our cup to be reasonably engaged with people, but the real point is and what I find a lot of people struggling with is they feel guilty about filling their own cup. There's a very solid theological principle there that we can't give what we don't have. The best way that I can help poor people is to not be one of them. It requires resources to make change and to bless other people. We need to get out of this thinking that "Wow, I should have shoes with holes in the bottom." It's hard to be salt and light. It's hard to be attractive to people out there if we're struggling so that we can't even feed our own children.

KIM: Yeah and my guess is not just struggling monetarily but emotionally and spiritually and physically, and it's a beautiful metaphor, Dan, for all of those things in life that says we give out of the completeness of who Christ has made us to be and if he's an artesian well of ever supplying everything, why would we not want to demonstrate it, drink of it knowing there's plenty to flow out to other people.

DAN: You've articulated it well. There's another metaphor there with the artesian well, but we have to believe that God's resources are not in a limited quantity. It's not like a piece of pie where I take some, there's less for Kim or Chris. It's such abundance that it creates, it regenerates itself. Money is like that. So if make money, it's not that there's less for somebody else. My responsibility is to help other people understand how they too can tap into those unlimited resources.

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CHRIS: Good, good, good. We do serve a God who says that He is able to do immeasurably more than all we can even ask or imagine, right? According to His power that is at work in us and He calls us to the life of following, giving ourselves away, allowing ourselves to be poured out because He says, “You give and it will be given to you a good measure pressed down, shaken together, running over. It will be poured into your lap and that is not just to bless our socks off. I love that metaphor. When I watched you pour that wine and it went over that goblet, there was that natural internal response that says, “Wait, wait, stop. You’re going to spill out, and instead, there’s that catch basin underneath, that saucer underneath that says, “No, the abundance, it just goes out into all of the world continuing that good measure beyond what we could think or imagine.”

DAN: One of the things there that was pointed to me and perhaps it was you that pointed it out is that I didn’t just let it run out under the table and spill indiscriminately. It was captured in a saucer where I still then could be the directive for how that was going to be used in an effective way. We talked about the challenges with some nonprofits and organizations out there where the money is not used very efficiently. We still are stewards over even that abundance and I like that both opportunity and responsibility.

KIM: It’s beautiful. So as we think about people who are maybe feeling that yearning of “I wish I were in a place where I could make more of my own decisions. Be an entrepreneur and have more control over where my resources went and the ones God gifted me. People bump up against that other internal barrier of “But at my current job, I have a 401k, I have benefits, and I know every other Friday, this amount of money is going to appear in my bank account.” This is faith. This is risk. How do you help people come to grips with that kind of lifestyle decision?

DAN: That is a biggie, Kim, as you know. That was not a rhetorical question. It’s a real issue. When we’ve been conditioned in a culture that sets us up to trade our time for income, when we move into the area that we’re talking about here, Christian coaching, we should move away from just trading our time for income. We should move to results. More and more companies are moving to a model where they are

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compensating for results. If you're a graphic designer and you're going to do a new cover for Chris' new book coming out, it may not be \$50/hour as a designer, it may be \$750 for the completed design whether that takes you 30 minutes as a very gifted designer or it takes you 30 hours. That's a very healthy shift that we're moving back to. It's a kind of model that our country was based on initially. Moving back to that should not be intimidating. We've gotten used to what is an artificial model of compensation and we've also seen in recent years somebody thinking they have security because they check every other week. That's an illusion. I had the pleasure of working with 3300 people coming out of the Saturn plant just south of me here in Franklin, Tennessee who had the illusion of security because they were working for General Motors. Well no, if the business doesn't work, that security goes away. It's an illusion. General Douglas McArthur said that security is the ability to produce. Ultimately, the only thing that provides security is our understanding of what we do well and once we really understand that, we have ultimate freedom in how we put legs on that. So moving to a model where you're compensated more directly from the people that you serve is not a move toward lack of security. In my mind, it moves toward it. Let me give you a quick example of that. If I were to say, "Well, you could go down here in Second Avenue in Nashville and you could have a little hotdog stand and you're going to sell hotdogs to people. You're going to have 276 people come by on an average day and buy your hotdog. Now to some people, that would seem like, "Oh my gosh, that's an entrepreneur thing that's really, really risky." But let's bring it down to a practical level. You have a job where you go and you're going to get that paycheck every other Friday. In essence, you have one customer, one person can put you in the street this afternoon, and the model that I have as an antithesis of that where you have a hotdog stand, you have 276 people come and buy. If one of them decides they don't like you, they don't like your hotdog, you just replace that one tiny part of your market, your customer list with somebody else. People who attain extraordinary wealth view the model where you have one customer as extremely risky and the other where you have multiple customers as providing a lot of security. That's not what most people think in America but in reality, it's true.

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When we talk about risks, you think, “Well, that’s risky to go out on your own. Risk implies not having control. So if I go to Las Vegas and I put the title to my house down on a roll of a dice, that is risky because I have no control, it’s just luck. That’s not what business people do. They create a careful plan and then act on that. By doing so, dramatically reduce what we would refer to as risk. We need to come up with a new word there. It’s not risky to go out on your own if you know what it is you do well and you have a plan. That’s something entirely different.

CHRIS: Amen to that and in fact, it is very increasingly risky to try to just stay in that old model because the model is broken. You referenced the closing of the Saturn Plant but all those “too big to fails that failed” should have been a gigantic clarity and wake up call for us and I think for many, in fact, they weren’t. We just waited until the government came in with their so called bail outs and fixed everything, right? We think, “Okay now we can go back to the old.” The old has not been working for a long time. I love the way that you described it, Dan. You said it’s a model that breeds a dependency. When you’re in an employee mindset and you are dependent on that one other person to keep providing for you, it feels secure until suddenly, it’s not. The moment it’s not either because the economy tanked, they went overseas, they’ve automated your position, or they outsourced it to a contact person, whatever the reason is, suddenly when it’s not you are now not just out of work, many times you’re what I call a career nomad. You’re going to have to uproot your family, sell your house, take interviews wherever somebody else in your industry might still be offering another “secure” position. Nomadic life is anything but secure. It’s very disruptive for family, hard on marriages, very difficult for children. We are needing to shift more and more to what I’m seeing called the gig economy, which is, as you say, is actually just a throwback to the way actually most of society has worked for most of human history where the dependency for our own provision rests principally with us. There’s nobody else who can pull all the strings or yank the carpet out from underneath us and suddenly, we’re destitute.\

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DAN: That's right and if we go back, we don't have to go back very far in history to understand how artificial this compensation model is that most of us have grown up being used to. If we're going back 100 years and you said you wanted a wagon that I could build, we wouldn't agree on \$20/hour or \$200 or \$30,000/year. Never. It would be, "Okay it's \$200 when you finish the wagon." So you simply do it based on your own time and effort, whatever it takes. You can deliver a completed process or product and that's how you get compensated. That's all we're seeing today as a return to that. When we first had guaranteed income for time, it was when Henry Ford started the assembly line. People were used to making about \$2.50/day and he decided to double that so he could coerce people into doing meaningless, brainless, mind numbing work, repetitive, boring, and it worked, but that's what the intention was. Guarantee people money for their time as a way to get them to do meaningless work. What a noble idea if we follow that through. If you carve out work that is meaningful and purposeful as part of your passion, it can release amazing resources but not in a linear fashion like we have been accustomed to. It may not be even \$100 for an hour of your coaching. It may be something entirely different but it's based on process, engagement with people, life changing impact that we can have, and people pay willingly for those kinds of results.

KIM: It sounds like, if I understood you correctly, it all starts for the people who are listening, with understanding the unique value that God has put in them that they contribute to the world, and then putting a plan to release that unique value.

DAN: Absolutely. So if you have a wonderful ability to work with parents of children who have autism, then frame your coaching business around that. If you're great at working with depressed, anxious, discouraged housewives, then frame it as such. If you want to work with really successful entrepreneurs and business people who have become isolated by virtue of their success and they need a support system and accountability system around them, help them do that. The options are just endless for what we can choose to do, but at first, you ask, "What is it that is already affirmed? What are the talents that you notice in yourself? What is it that you do

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well?” That’s where a little life experience is a wonderful preparation for being a Christian. It’s not just something we learned from a textbook but life itself will teach us where we are positioned and prepared.

CHRIS: Well I think one of the things that may get kind of mistranslated for us in struggling through this second issue is kind of a good setup for our third topic for the call today, the final area that we want to explore in terms of our own internal struggles with setting up and running an effective private practice as a Christian coach, and that is, “Okay, if it’s actually riskier for me to stay in employee mindset, then it would be to adapt this entrepreneur. I’m responsible for my own provision kind of a mindset that really is much more in keeping with most of human history has worked itself out, then I at least recognize, well maybe my internal struggle isn’t so much with risk, because I have been let go three or four times. That was pretty yucky. Maybe it’s just struggling with this is going to be incredibly hard, the amount of work that the demand for really out of the box creativity of self discipline, self leadership, self mastery in areas that we may not feel like we’ve really had to master up to this point. That is one of the other internal struggles. A way to think of it is kind of like, the question that’s internally wrestled with is, “Man, I’m going to have to bring my A-game to this business launch of mine. How do I do that? Can I do that? Will I have the self discipline to bring an A-game to my own launch?” Dan, we’ve been wrestling with this issue in really neat and challenging ways in the mastermind group. We have been reading through, among other things, Gay Hendricks’ book, *The Big Leap*. We’ve all been talking about our own upper limit challenges, the tendency that we all have as human beings to settle for something less than the fullness to which maybe God has actually called us and created us for. What Gay calls our zone of genius and we sometimes call in the group our zone of calling. He says instead that we tend to settle for kind of our zone of excellence or even just our zone of competence. Talk a little bit about what we’re exploring there in our zones of incompetence, competence, excellence, and then this zone if calling or zone of genius.

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DAN: Well, you just laid out some very, very deep issues there. It would be hard to articulate in two minutes but let me touch on a couple of them. One is you have a lot of people as I do who come into the area of coaching with a counseling background. Counselors tend to be very nurturing, empathetic, good listeners. They have those kinds of skills making them good counselors but finding it challenging to move into the world of coaching because of those very same things because they view, “Well, to be a coach, I need to be that hard driving, Donald Trump, in your face confrontational kind of person to be an entrepreneur. Perhaps we should soften the term entrepreneur there because of its common connotations. You can be nurturing, caring, all those things that I described and be extremely successful as a coach but you have to be intentional and strategic. You can’t just wait to kind of see what happens. Sometimes I find people kind of trapped in that space. “Well, I’m just kind of wait and see what God does.” That sounds wonderful but the reality of that often times leaves people frustrated in lack of success, feeling that somehow, “Okay, I can’t be a coach.” Douglas McArthur, an African-American poet and author said, “I prayed for 20 years and received no answer until I started praying with my legs It’s a wonderful kind of image for “it takes real clear action.” Not only are we in a culture that expects you just to show up and do what you’re told, but depending on personality styles, sometimes we tend to be a little more in that space. You don’t have to be something you’re not but you have to be very strategic and intentional if you’re going to make it as a coach. But the other thing that you kind of alluded to there, Chris, this upper limit challenge, we see that played out in the young kid who was raised in the ghetto and all of a sudden, we discover that he is a wonderful football player. So we bring him to Nashville, sign him with the Tennessee Titans, give him a \$10 million bonus and six months later, he sabotages his career beyond repair. He spent the money and more, and he is back where he came from because his sense of deserving did not match the reality of what he was given. In our culture, typically somebody gets about a 3% or 4% increase per year. If you’re making \$40,000, next year you’ll make \$41,000. When we go into this world of entrepreneurship or into coaching and the possibilities that it provides, you could essentially double, triple, or quadruple

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your income in a very short period of time. If a person is not prepared emotionally for that, they will in fact sabotage that and go back to a lower level of success. There may be those doubts, “Oh, that’s not what my family does.” There may be criticism from other family members. Sometimes it’s the ones closest to us who are holding us back from opening up the possibilities that God is actually laying in our lap. So to move into that zone of genius, that zone of calling implies what is that perfect convergence of passion, talent, and money? If we identify that and move into it with confidence, have people around us who are holding our arms up when we’re weak and encourage us, it’s amazing what can happen, but I see a whole lot of people in this space of what we’re talking about, Christian coaches, who reached their own upper limit and they don’t go any farther.

KIM: If you were to put legs on this challenge that you’re giving right now, of people preparing themselves emotionally so that their life can bear the weight of the success that’s waiting for them, what are two or three ways or tips that helps them move? We are not going to get there magically overnight into that space where their life can bear their success.

DAN: Sure, great question and a legitimate question indeed. One is read great books. I don’t know of anything that transforms a person’s success level quicker than reading great books. Of course we can give, I’m sure you guys have books recommended, I certainly do. You go to conferences, seminars, but the #1 thing is spend time with people who are already performing at a level at which you want to perform. That’s a major one and sometimes when we make major steps forward in our own life, it requires that we’re careful about who we’re spending the most time with. There’s an old Jim Rohn quotation that we use a lot about here and it’s “You become the average of the five people you spend the most time with.” Sometimes when we go through real transformational growth ourselves or are helping a client walk through that, it requires that they find new people to spend time with. I don’t say that lightly. I know that can be challenging when it comes to friendships or family members, but there are family members that I have that I will spend three hours with but I will not spend

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three days or three weeks. It's just a limit on the amount of time that I spend with people who are negative or who don't believe in the kind of life that I have chosen and been called to. That's a tough kind of thing but I think if we understand it, then we can walk through it and hold our shoulders high. My own wife, she is so compassionate. She will nurture anything that doesn't move out of the way. She is just wired doing that.

KIM: I knew I liked her.

DAN: She is wonderful in that but she has found that in the last few years as she has made some massive strides in release in her creativity, her own ideas about success and what is coming her way that it required that she not spend time with some of the people who had been very long established friends. Not to be cruel, not to just cut them but just limit the time so that you're spending massive amounts of time with those who are in fact performing at a level which you want to perform. That's a biggie. That's important. As Christians, we want to be nice. I want everybody to like us, but we have to be careful about that. Otherwise, we'll get pulled down or kept down at a level that doesn't really fit us.

CHRIS: Well boy we chose to tackle some weighty topics and Dan, you delivered, my friend as I knew you would, but golly, this is surely an episode that bares listening to again. We tackled some big internal struggles – how do I charge for this? Can I really charge at market rate? Okay, maybe I could get there, but how do I deal with this difficulty of letting go of what seems like such a secure, sure thing for me? Okay, I get it. Maybe that's a faulty notion, well golly, am I going to actually be able to answer such a call? Could I really live at that level? Could I respond to such a challenge? Again, I thank you for what you've delivered to us and I do encourage our listeners to do what I'll do which is just to continually meditate upon these things. Always bring anything that is shared here before the Lord, sift it out with Him. If it doesn't sit quite well with you, don't be too quick to throw the baby out with the bath water but don't embrace it either. Just bring it before the Lord, pray it through, journal it through, fast on it, spend retreat time, consider working through it with your

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coach, whatever you got to do but there's a lot of really rich material here, Dan. Thanks so much.

DAN: Absolutely, my pleasure. I love talking about these issues and these are issues very close to my heart having had to struggle with everything we've talked about here as well. I hope having struggled with it in a mature way to not just throw the baby out with the bath in terms of my own heritage but to value those things from my heritage, bring them forward, and frame them in ways that God has prepared and positioned me for today.

CHRIS: Well I know that folks are wanting to get in contact with you and the various ministries that you have available, services, products and such, gang, if you want to find Dan on the web and you're not already familiar with him, you can easily find him on his website at 48Days.com. That's his primary website. He also has a secondary website that serves as a community of persons involved in all kinds of very creative entrepreneurial things and you'll find that at 48Days.net. There's more than 15,000 persons there in that community so 48Days.com website, 48Days.net is the virtual community. Certainly, you should tune into and listen to faithfully his podcast, 48 Days. I guess the full name is 48 Days to the Work You Love, based of course on the title of his book, but excellent reading there. They had just came out, Dan write a couple of months ago, with the 10th anniversary edition of 48 Days to the Work You Love, is that right?

DAN: That's right. What a thrill to see that continue to do well, 10th Anniversary edition. It's about 60% new content because things are changing but the core message, find how God has gifted you, find a way to put that into practice on Monday morning. That's my message.

CHRIS: Yeah, just so much good material there and I guess one final resource that you can find when you're on Dan's website at 48Days.com/clients, he has a free download and that is 10 tips for Getting your First Coaching Client. Great resource, thanks for

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that, Dan. Of course people will be able to avail themselves of all the other resources that are there.

KIM: While they are on the web, if they have any time and energy left, we would love it if you would stop by ProfessionalChristianCoachingToday.com and become a part of our growing community as together we all strive to be all that God created us to be.

CHRIS: Indeed. Until next time, gang. Keep raising the standard of coaching and changing the world.

KIM: God's richest blessings to you.