

## A Day in the Life of a Wellness Coach

My twin sister Linda and I created Potentialities Coaching Inc., our coaching business, after decades long practices in marketing and the law. We started thinking more and more about our daily lives, the hectic pace, and what changes we could implement to bring more health and wellness to both us and our families. Back to school we went to study health, fitness, nutrition, and coaching principles and philosophy. We were really excited to embark on this journey together!

Using our own successes as a model, we came up with a plan to help empower other women and men looking to make life changes, and create healthier more balanced lives for themselves and their families. Potentialities was born.

So, what does a typical day look like at Potentialities? Well, certainly no two days are ever the same, but this should give you a good idea of what to expect as you embark on a career in wellness coaching.

Each morning, I wake up and exercise. Some mornings it is cardio, sometimes weight lifting, and some mornings I do yoga and meditation. This gives me the energy and clarity needed to get the day started on the right foot. Next, a healthy breakfast for me and the kids. We love high fiber English muffins and peanut butter with bananas, or oatmeal and fruit. Both of these choices are filling and yummy and help hold our hunger in check until lunchtime.

After the kids go to school, I sit down and go through my plan for the day. Setting a plan for each day is truly my key to success. Simply writing everything down sets my intention for the day, keeps me on track, and moves me easily from one activity to another. On days when I have skipped this step, my day has not gone nearly as smoothly – I will get sucked into email, and drift from activity to activity until my day has ended unproductively.

My daily plan includes every activity for my day in fifteen-minute increments. While this might seem daunting to some, I assure you that the end result is worth it. Once you get in the habit of writing your plan for the next day each night, it will become easier and less time consuming. Setting up a clear plan for the day helps to keep me on schedule and on track and usually means that my day doesn't hold too many surprises.

My daily plan includes the following items (of course not all of these are done each day!):

- Meal times
- Exercise time
- Client schedule
- Outside appointments
- Media interviews, appointments, and follow-ups
- Networking events

- Speaking engagements
- Administrative time (billing, accounting, checking email, voicemail, returning calls)
- Reading news articles and industry literature
- Reading books to add to my **Suggested Reading List**
- Family time (leisure activities, sports, music lessons, etc.)

A sample day's schedule might look like this, and I've included a Power Hour, which I only conduct once per month, to give you an idea of one of my busiest days.

6:00 – 7:00 am	Exercise
7:00 – 7:15 am	Review plan for the day
7:15 – 8:15 am	Breakfast and get kids off to school
8:15 – 8:45 am	Get dressed
8:45 – 9:00 am	Prepare for first client
9:00 – 9:30 am	Client 1
9:30 – 9:45 am	Prepare for second client
9:45 – 10:15 am	Client 2
10:15 – 10:30 am	Prepare for third client
10:30 – 11:00 am	Client 3
11:00 – 11:30 am	Read articles, journals, etc.
11:30 – 11:45 am	Prepare for fourth client
11:45 – 12:15 pm	Client 4
12:15 – 1:00 pm	Lunch
1:00 – 1:30 pm	Email/Voicemail
1:30 – 2:15 pm	Prepare Power Hour Materials
2:15 – 3:00 pm	Prepare Welcome Kits and take to post office
3:00 – 3:45 pm	Run errands
3:45 – 4:00 pm	Prepare snack for kids
4:00 – 4:15 pm	Kids arrive home from school, eat snack
4:15 – 4:45 pm	Play/take walk with kids
4:45 – 5:15 pm	Prepare dinner
5:15 – 5:45 pm	Eat dinner
5:45 pm	Leave for Power Hour
6:15 pm – 7:00 pm	Arrive and Set Up
7:00 pm – 8:15 pm	Power Hour
8:45 pm	Return home
8:45 – 9:30 pm	Family time
9:30 – 9:45 pm	Plan for tomorrow

The most rewarding part of coaching is working with clients on a day-to-day basis. I love being able to help motivate people to achieve their health, fitness, and life goals they've been unable to achieve themselves. Most coaching is done via phone, although the initial meeting is usually at our Power Hour presentation. Monthly we hold a free Power Hour, which is essentially an overview of coaching and how it might work for the potential client. It is an engaging, interactive, and fun hour that results in many new clients each month. We hold them at a local fitness club, which is a wonderful and fitting partner to our business.

Once a client signs up for coaching, they fill out a Welcome Package – a folder of forms that we send out to each new client to help us get a thorough understanding of the person and their needs going forward. The initial coaching session is then scheduled for one hour, either in-person or via phone, and we go through all the paperwork at that time. During this initial session, we determine our client's goals and set an action plan for their success. At that initial meeting we also schedule their appointments for the rest of the month.

We recommend meeting with clients weekly, at least for the first three months. The client needs to see results and success early on in the relationship, and this is very hard to accomplish if you're not meeting on a regular basis. We also make ourselves available for quick phone calls or emails from our clients. These quick contacts can be effective motivators and help clients stick to their daily plans.

Coaching can be a very lucrative and rewarding career choice, depending on how much time you want to put into it. It requires a lot of hard work, preparation, networking, and dedication!