



From Therapist to Coach: How to Leverage Your Clinical Expertise to Build a Thriving Coaching Practice

David Steele

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Praise for From Therapist to Coach

"This book is very practical and helpful to the therapist who wants to make a change and feels a bit overwhelmed with the possibilities. The section on choosing a niche was illuminating and very exciting to me. I found it helpful to have the training options outlined so clearly, and the marketing section was extremely useful as well."—Shelley R. Cohen, LCSW, Beverly Hills, CA

"This book has sparked a renewed passion for my work as I have struggled the past couple of years with how to incorporate coaching into my psychotherapy practice. I knew there must be a way to do it but lacked the 'how to.' Based on his years of experience and real insight, David Steele supplies the necessary tools to do so effectively as well as invaluable strategies to help avoid the pitfalls. Without hesitation, I highly recommend this as a book that you will return to time and time again as a handbook for your private practice as a therapist/coach."—Sharon O'Farrell, MIHA, Navan, Ireland

A hands-on guide to helping therapists make the transition to a successful coaching practice

Written for therapists by a therapist, *From Therapist to Coach* provides a convenient road map for professionals considering expanding or transitioning their practice to coaching.

Drawing from his experience in providing relationship coach training to over 5,000 therapists, David Steele takes a practical approach to building a successful coaching business through traditional and creative strategies such as marketing, getting clients, choosing a niche, and much more.

Here, therapists will find:

- A look at the differences between therapy and coaching
- Examples and insights that therapists can easily (and sometimes humorously) relate to
- Details on setting fees; enrolling clients; maximizing private practice income; finding training; and much more
- A focus on creative group services and business models suited to the various specialties and niches of personal coaching
- Guidance on how much to bill for services

With insight on the mistakes and pitfalls to avoid along the way, *From Therapist to Coach* is rich with examples, providing tips and practical steps to help clinicians in private practice move forward in their journey towards professional satisfaction.

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Princess Bequette:

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