

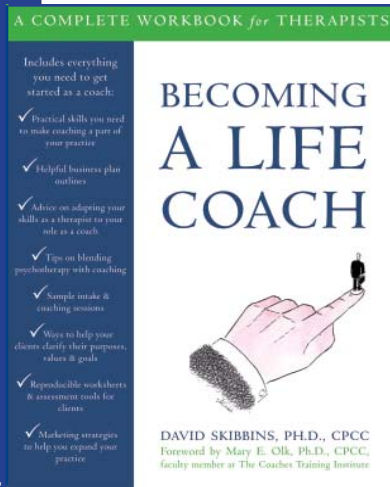
To Coach Or Not To Coach

As Therapists Flock to Life Coaching, One Expert Shows How to Make A Smooth Transition

Includes everything you need to get started as a coach:

- Practical skills you need to make coaching a part of your practice
- Helpful business plan outlines
- Advice on adapting your skills as a therapist to your role as a coach
- Tips on blending psychotherapy with coaching
- Sample intake & coaching sessions
- Ways to help your clients clarify their purposes, values & goals
- Reproducible worksheets & assessment tools for clients
- Marketing strategies to help you expand your practice

... and much more!



Why are psychotherapists leaving the industry at dizzying paces? After all, millions upon millions of Americans are in therapy. Yet more and more, psychotherapists are expressing frustration with their practice, wanting to involve work with clients that may last longer, have greater earning potential, and be more positive about therapy. If you find this to be the case, ***Becoming A Life Coach: A Complete Workbook for Therapists*** is the book you need to read. This book is an extensive, richly packed workbook that delves into the profession of life coaching and instructs therapists on how to incorporate coaching in their businesses. ***Becoming A Life Coach*** contains immense information, but in spite of it, the book is engaging, easy to read, refreshing, avoiding unnecessary details and without being pretentious.

What makes ***Becoming A Life Coach*** reign over other life coaching books? Plenty! For one, it is the only workbook with step-by-step exercises for assisting mental health workers, counselors, social workers, and psychologists in adding coaching to their practice. Also, this is the only book addressing the pitfalls specific to psychotherapists who become coaches, including issues of confidentiality, mandate to report, and blending psychotherapy with coaching. In addition, ***Becoming A Life Coach*** clearly defines the legal, professional and ethical constraints in the therapeutic realm. In coaching, rules are more flexible, but they are still in formation. This book addresses how to find a workable route between these two widely different enterprises.

Author ***David Skibbins, Ph.D., CPCC*** is a psychotherapist and life coach who has mixed considerable training with guess, test, and revise, enhanced by years of work helping other therapists succeed at life coaching; his book will help you succeed also. ***Becoming A Life Coach*** isn't about changing your practice, but instead, incorporating the skills you already have, explaining the many similarities between therapy and life coaching while also highlighting the differences between the two fields. This isn't a mere introduction into the world of life coaching. Using real coaching exercises, it offers everything you need to know to start and maintain a successful coaching practice. It includes information about necessary skills, tips on integrating coaching and therapy, business models, marketing advice, and more. If you want to transform your practice into the career you've dreamed of, and ***Becoming A Life Coach*** will help you get there!

FOR AN INTERVIEW REQUEST OR MORE INFORMATION CONTACT:
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BECOMING A LIFE COACH: A Complete Workbook for Therapists

By David Skibbins, Ph.D., CPCC, Foreword by Mary E. Olk, Ph.D., CPCC

Published in August 2007, New Harbinger Publications, ISBN: 978-1-57224-500-6, \$24.95, 152 pages

800-748-6273, www.newharbinger.com

Once you finish *Becoming A Life Coach*, you'll be able to:

- Understand coaching as potential-oriented (and goals-directed, rather than problem-oriented).
- Distinguish the roles of:
 - therapist vs. life coach
 - patient vs. client
 - serving the mentally ill vs. the mentally healthy
 - treatment vs. collaboration
- Understand the differences in professional standing between these two endeavors.

SECTION 1: Differentiating coaching from other helping professions, including psychotherapy, mentorship, and consulting.

SECTION 2: Developing coaching skills.

SECTION 3: Some of the pitfalls of adding coaching onto an already existing clinical practice.

SECTION 4: Marketing your coaching practice.

SECTION 5: The inspiration needed to implement all of the preceding material.

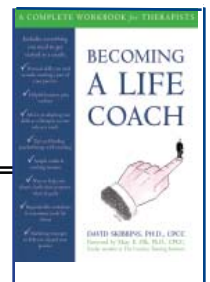
Praise for *Becoming A Life Coach*

When I was introduced to life coaching ten years ago, I had to figure it out as I went along. Now, thanks to David Skibbins, there is this delightfully informative manual to help therapists explore the possibilities. David has succeeded in writing a book that clearly and thoroughly makes distinctions between coaching and therapy. He outlines the differences in very practical and straightforward language - and with a sense of humor too! It's a breath of fresh air to have this clarity in writing. This book will give you a good feel for the coaching process. The exercises let you try on coaching like you would a new outfit - without having to buy a whole new wardrobe. Roll up your sleeves, sharpen your pencils, get to work, and have fun!

- from Foreward by **Mary E. Olk, Ph.D., CPCC**, faculty, The Coaches Training Institute

About David Skibbins, Ph.D., CPCC

David Skibbins has a Ph.D. in clinical psychology. A psychotherapist for twenty years, he is now a Professional Certified Coach and supervises coaches-in-training at The Coaches Training Institute. He is the founder and coordinator of the Life Coaching Certificate Program at John F. Kennedy University. He co-founded My Full Practice, an online marketing resource for coaches. Skibbins is the author of *Working Clean and Sober*, a self help guide, and *Eight of Swords*, an award-winning mystery. He lives in Sea Ranch, CA with his wife (who is also a life coach and teaches at JFK) and his Portuguese water dog.



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