



PROFESSIONAL CHRISTIAN COACHING TODAY

Chris McCluskey & Kim Avery

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

Episode 048

The Portable Coach (work from anywhere!)

KIM: The Portable Coach. Imagine a career that allows you to work from anywhere in the world, honoring your deepest values of faith, freedom, flexibility, and family all while operating your business from a device that you can hold in your hands. This is the time in which we live, coaching is the career that allows you to do this and today's episode, Lord willing, will equip you as you move in that direction. Today, we're going to discuss this growing trend of working remotely and having portability, the values that having this portable kind of job allows you to honor, some important mindsets you're going to want to be sure to adapt and tools that will make it all work together. Chris, why don't you lead us off?

CHRIS: This is an exciting episode today, isn't it? We're going to have a kick here. Back in 1998, a gentleman named Thomas Leonard who has long since passed away but was one of the original founders and developers of this field of coaching wrote a landmark book called The Portable Coach. It has sold like wildfire, had a lot of interest, had a lot of detractors as well saying, "Oh, that's not realistic," but it's worth a read even today. Nobody could see back then how much the internet would change our lives and all of technology, but Thomas Leonard at least saw

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that with the technology that was available, even just cell phones, let alone that relatively new invention of email and what the web might be, he saw that coaching rightly conceived and practiced could allow a person to live and work from basically anywhere they wanted to as long as they could get a cell signal.

Of course knowing back then that cellular connection would get better and better, why, he was spot on. Thomas actually made a point of traveling the United States in an RV, a recreational vehicle and he would frequently teach, broadcast, or just write and coach his clients from this RV. We would see photos of him posted periodically online and it would have him sitting out in a lawn chair in front of his RV and talking about how he was coaching so and so. I know that at that time, it did seem pretty farfetched and yet as Kim just shared with you there, that is absolutely the time in which we find ourselves living now doesn't seem farfetched at all. It's kind of almost yesterday's news now.

Way back in about that same time period, I transitioned to this field. Actually in 1998 was when I first entered the field of coaching and in 2000, I wrote a feature story for a magazine called Christian Counseling Today. The article that I wrote was called Caring from a Distance. Now, I had been running a psychotherapy practice for years. I was adding coaching to my skill set and I had it by the time the article came out. I had actually transitioned out of my full time therapy practice into full time coaching. I'm just going to read with you here, kind of a time travel, a first couple of paragraphs of that feature article.

“Mary steps down into the cabin of her boat anchored off the Gulf of Mexico. She kicks off her shoes and settles down into her favorite chair as the cell phone rings. The caller is right on time phoning in for her weekly coaching session. In much the same way, clients used to come to Mary's office for a private therapy session. The two exchanged greetings, lift a prayer for the Lord's blessing on their time, and picked up immediately on an assignment Mary had emailed after last week's call.

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John is sipping the last of his morning coffee as he watches nature come alive around his motor home. Traveling and seeing North America had been a dream he thought would have to wait until retirement. Locked into a full schedule in his Christian counseling practice, it had been hard to get more than a week away at any one time. Now, his cell phone rings and he begins a coaching session with a client who lives halfway across the continent. After three more calls, he'll pop into the nearest town for some lunch and do a little sightseeing. Later this evening, he'll teach two teleclasses on a bridge line with 20-30 students in each class."

Now by this point, readers are looking a little skeptically at this piece. Again back in 2000, this all sounded almost sci-fi. Here's the final paragraph I'm going to share with you.

"If these scenarios sound farfetched, consider that I am writing this article from my office in the foothills of the Ozark Mountains where the nearest town has a population of 215. I could never have a counseling practice here. There simply isn't enough clientele from which to draw, but technology in the growing field of life coaching had made it possible to close down my Christian counseling practice in Tampa Bay and fulfill a dream to work at home and raise our children in the country on the old family farm. All of my work is done via telephone, the internet, and the fax machine. I rarely, if ever, meet my clients face to face."

Now if you're watching us on YouTube here for this little clip, you might have seen Kim crack up there when I said fax machine. Yeah. Now fast forward to 2016, I don't use my fax machine anymore but I am broadcasting here today with Kim. She's in her house in Florida but I am in an RV. I am in a recreational vehicle, after traveling with my wife and our five youngest kids to celebrate my mother-in-law's 75th birthday. Also, it coincided real closely with my brother-in-law's 50th birthday. I even got to see my nephew march in the drum corps. We're

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in Canton, Ohio, our childhood place that we grew up and the Football Hall of Fame parade was this weekend. We got to watch Sam march in the drum corps for that.

It's quite exciting to be able to just pick up and say, "Hmm, okay Kim we're going to be recording the podcast next Monday like we always do but I'm going to take my remote microphone. We'll hook up by Skype again. Here I am in the RV and we're doing another episode. Everything that had been predicted not even 20 years ago by those who were helping to shape the field is in fact now very much our reality. Kim, talk about some of the trends toward this working remotely and all this portability.

KIM: Yeah, we are not the only ones though it is wonderful to see it in the coaching profession. I recently read this book by Jason Fried and David Heinemeier called Remote: Office not Required where they said this, "Millions of workers and thousands of companies have already discovered the joys and benefits of working remotely. In companies of all sizes representing virtually every industry, remote work has seen steady growth year after year. From 2005-2011, remote work soared 73% in the United States to 3 million workers worldwide." Then they said this, "The number of portable careers available has increased greatly, thanks to advancements in communication technology. Careers that were previously limited to specific geographic areas can now be pursued from anywhere in the world."

You're a living example today, Chris, of how that's true and as you know, when people are listening to this recording, I will be on a river cruise in Europe enjoying that kind of portability because we can record this today, schedule it to air while we're gone and never miss a beat. It's a wonderful, wonderful thing and while there are no statistics as to how many of the 53,000 professional coaches there are worldwide are working portably, my guess is probably 75% of them are more are because some of them are internal to companies but many of these coaches are external and do have this ability to work by phone. I think some of

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the things that have led to these possibilities for us as the book stated are the advances in technology and communication. It has really connected us in ways that have never before been possible. Our 7 billion person world isn't like a globe anymore. It's just like one big happy, well, mostly happy village.

There's an increasingly high demand for certain skill sets and skilled professionals in service profession such as healthcare, training, technology and of course coaching. Coaching is one of those wonderful professions where our specific credentials can be recognized are not across the globe. They are not tied to specific states. For example, when I moved from Indiana to Florida as a licensed mental health counselor, there were all sorts of certification and licensure hoops that I had to jump through. Coaching is not that way. Lastly, I think the barriers of people starting their own business have never been lower in terms of banking, video chat, communication, social networks, collaborative tools for very little money and not too high of a skill set. Almost anybody can jump in. As we said before, today is the time for people to jump onto this exciting bandwagon.

CHRIS: Yeah. Back when I launched out in 1998, like we were saying, cell phones existed certainly, smart phones no but cell phones and we were still using fax machines of course quite a bit. Email was there and yet realistically, we were just playing around with it. I always remind people, in 1998-1999, we were getting those discs in the mail from America Online, you've got mail, and it really was not used very much in business. Very few people went to the internet. The internet existed and we had public access to it, but there wasn't a whole lot to see. Most companies did not have websites. Google had certainly not been invented yet. The search engine at that time that I can recall using to find what little bit there was to find was AltaVista. I'm not sure they even exist anymore. I don't know, but internet access was almost universally via dial up. Remember the little "Beep, beep, beep, beep" and we'd hear the "whurrr" and the clicks and all.

KIM: And wait for 20 minutes, yup.

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CHRIS: Yeah, yeah. Go get a cup of coffee, come back, and you'd be on the web, but that's the time period. I think it's valuable to think back to that. We're not walking down on memory lane here for nostalgia's sake. We're saying realistically, for those who were looking ahead at that time, we could start to connect dots and see the picture that was going to be formed. You could see that this could change the world and so here we are now many years later and there are more technologies available, yes. There are also more dots, more things that can be connected and I think more ways, Kim, if we come back and do a special on portability and coaching 5,10 years from now, good grief, who has any idea what kinds of new things we could be talking about? New technologies, by no means have we capped out what's possible here.

Case in point, Facebook back then, in fact all social media back when we launched wasn't even a concept yet. Nobody had thought of such a thing and it would be several years from then until now when finally, smart phones and tablets and the mass migration that we've seen to the virtual marketplace, to the web would finally take place. When we moved from Florida to our ranch in Missouri, it was challenging enough just to be remote there, stationary in a location, but as our listeners know, that's a dirt road. It's still in the middle of nowhere. Our little town that had 215 now has 190 the last time I saw. We're dropping. We are way, way out, but it took us two months after getting on the farm to get telephone lines that would handle dial up internet.

As antiquated as dial up sounds, we couldn't get it. They had party lines there and they weren't using them as party lines, but that's what they had for telephone. That wouldn't even handle dial up. Once we started working, I was running my office out in the farmhouse that my grandfather had built. Its electrical system was not grounded and I discovered when a tornado went through and a surge came down. It fried all of my equipment that grounding of an electrical system is pretty important. We were stumbling and fumbling along and it wasn't

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uncommon for us to have power outages in the winter when power lines would freeze and go down that would last for days.

Seeing the opportunities, having connected the dots, having made the leap and entering into the field full time, what I think one of the primary messages that we want our listeners to take away from our call today is that what's required is the capitalizing upon entrepreneurial creativity and tenacity, old fashioned determination. I just got there and realized, "Wow, I hadn't thought about all that but okay, we got to rewire this farmhouse." So you rewire the farmhouse. Didn't think about lines freezing and going, "That doesn't happen in Florida, I guess we better buy an industrial sized generator and install it so we've got a backup." Sure enough we did and so that's there to compensate for the power outages and after a little bit longer when the business was becoming established, I went ahead and purchased a prebuilt hunter's cabin and just had it brought out and set up on skids and that became my office out there.

Those are examples of the ways that you have to think outside of the boxes. When you hear a podcast like this on portability and coaching and if portability of coaching sounds really new to you, you just need to recognize, no, it's not all new and it's certainly not fantasy, but it will still require creative, out of the box kind of thinking.

Let's zero in on some of how this portability allows us to honor core values. What you're hearing here I hope is not coming across as a brag fest for Kim and I. Yes, we have done this work and yes we love it, and yes Kim really is going to be rolling down the Rhine River in a little while here because of the portability of this, but hopefully, you're hearing that portability allows you to honor some of your highest core values.

Coaching is all about identifying our core values and so when you have as an individual as a business owner and you begin to look then at how coaching can make that possible, you begin to recognize you are no longer having to make

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decisions that are “either or” decisions – either we do this or I do that, either I sit here in the chair or in the office and work my job 48 weeks out of the year for the three or four weeks of vacation hopefully that I get. Maybe it’s only two weeks that I get or I’m on vacation and I’m trying just desperately to forget about work and dreading the day I go back. Instead, we find ourselves constantly living in “both and” world.

We are doing both vacationing and working, and sometimes it’s frankly a little hard to tell where the one ends and the other one begins. I mean, Kim and I are technically working right here but what a hoot that I’m sitting here in an RV broadcasting and when I’m done here, I will go out and take one last dip in the pool before we head off from grandma and grandpa’s house for my kids and start the trek back home. That ability to live in the world of “both and,” we are both working and we are vacationing or caring for loved ones or doing short-term mission trips, or whatever else your other core values are. The portability of coaching and the use of technology allow you to honor that.

KIM: Absolutely. Whether it’s freedom or flexibility or family or service to people in other countries, on and on, that’s what I truly love about the portability, not that it gets me the ability to travel just for travel’s sake but that it gets me the ability to do what I feel God has wired me to do and laid on my heart to do. But I did want our listeners to hear from more than you and I, Chris, thinking, “Yeah, well maybe some people can make that coaching dream work can live that portable lifestyle, but is this truly realistic? So I popped on a couple of the Facebook groups that I’m on, one of which has some of our students in it, Chris, another one that I host called Christian Coaches Community and just asked, “What has been portable done for you?” I just like to go back and forth, Chris, for a while and just share with our listeners some of these really, really cool answers that we got.

I want to start with this idea of freedom and I know that the freedom really extends to our ability to not just go everywhere but to work with people from everywhere. I’ve worked with clients on six out of the seven continents. I don’t

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know if I'm ever going to get that seventh continent. Not sure there are too many human beings up there in that cold, nether region but it has just allowed me the freedom to connect with people all over the world and then chiming in on that, Larry Anderson said this. He said, "I've coached back to the US from both France and England, and of course the other way around as having a regular client located in England and coaching from Arizona. Portability is one of the tremendous benefits of coaching, being able to keep commitments to others while still participating in life wherever it takes me."

CHRIS: One of our students, Paula Derby posted this," I coach from Hawaii so my husband and I could work with his more fixed schedule and still enjoy our trip there. It's easier scheduling around only one of us." She said, "I have been to visit my grandkids in Kansas and excused myself to go coach or talk to my mentor coach. I can do it from anywhere because of portability. I'm currently coaching someone via Skype in Holland and I don't have to alter my life tremendously." She says, "It's great, it's easy, and scheduling is simple no matter where I find myself."

KIM: That's beautiful and then the idea of flexibility comes I think with this portability. Sometimes, life happens at the very last minute and so the ability to be able to pick up and move with those emergencies without greatly upsetting our work schedule and our life is tremendous. I know that Zona Garrett wrote and she said this, "I've coached from a missions trip in Belize last September. I've coached while at a tiny house convention while I was in Florida. I was actually able to move across the country and maintain the current clients I have. So the greatest asset of this career is its portability."

CHRIS: Definitely. One of our core values that surely everyone holds is for family, whatever constitutes your family, your extended family, your family of origin or your family of procreation, but one of our students, Mark Ross, wrote this in. He said, "I'm pretty new at this but so far, it has allowed me to help my wife by

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taking her from our home in Texas to Mississippi to take care of her mom. I could be at the hotel there and take care of business.”

KIM: That is beautiful. I know that this family flexibility all blends together. You know for a number of years, Chris, that my son and his wife and my two granddaughters lived in California, 29 Palms in the Mojave Desert while he served while I was here in Florida and I wanted to see those grandbabies as often as possible, so that ability to just get on a plane and fly to be with my family and I remember one time in particular, Jonathan was getting to deploy to Afghanistan. Who doesn't want to see their son off before he goes on an extended tour to war? As I sat there that day in about 110 degree weather in the parking lot as I saw him off, there were only about four other parents able to be there out of a company probably of 100 different marines or more.

It just brought tears in my eyes to think because of coaching, I can honor this moment and then go back to my hotel room and as I recall, we'll talk about flexibility later. The phone lines were down in the hotel. I took my cell phone and now it's more like 115 in the asphalt parking lot and I'm coaching outside. I was dripping sweat, but nonetheless, blessed and thankful to be able to be there and to be able to do that. A number of our students chimed in on this point as well. Bob Laughton said, "I coached last week from an emergency room parking lot. The portability gave me the option of being there for my elderly stepfather while we awaited test results and be there for my client as well." Rayna Neises, I love her and I know it has made such difference in her life. She said, "It's made possible for me to take care of my father who has Alzheimer's needs 24 hour care, he lives 220 miles from my home and I go there three days a week, but my clients never know if I'm home on the farm or at my dad's house. I'm so thankful to have the ability to love my daddy well and serve my clients."

CHRIS: This is beautiful stuff. I'm sure by now our listeners are perking up more and recognizing, "Oh, okay. So this isn't just about "Wow, check out the wonderfully enjoyable lifestyle. These are people who are talking about the ability and the

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freedom to honor their highest values.” Kim, your example there of being able to see off your son as he goes to war, that’s one that just sticks in the mind. What a powerful example. You’re right. I mean, not only is it sad that so many couldn’t be there but why would we even think they could be there? The way the world has normally worked is whether you’re farming a field and you got to be out there to bring in the harvest or plant the seeds or whatever it is that is required to be a farmer or if you have to be in the office and just beg for your couple of days of vacation that you have accumulated. Normally, the world does not allow most people anything close to this kind of flexibility.

Let’s give some more examples here of some of the really powerful, kind of life changing, world changing influence that a person can have when they are this free with their schedule, this portable. Many of our students of course have a missions background. They are pastoral in their training and/or they have done long term or short term missionary assignments. The ability to work with missionaries around the world, trained pastors and leaders around the world, work with them here from the States or wherever they might normally live and then visit them in country as well, serving them via video conference, etc., one of our students from way back.

This probably was not too long, Kim, after I moved to the ranch and got settled there. Vic Fleming and I began working together and he was with Transworld Radio. I believe he was principally stationed in Singapore at that time if memory is serving me correctly. Vic began working around a transition plan for like five years down the road as he and his wife would eventually move on from Transworld Radio and he wanted to move into this new emerging field of coaching, of course took the training here and he left this note in preparation for today’s podcast.

He says, “Having a portable career has made it possible to coach people all over the world even when I’m also traveling to do training and pastoral ministry. It brings to mind a late night coaching session, sitting on the front porch of a

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mission office in South India with bugs dive bombing me and peacocks screeching in the field beyond the compound wall, another session from a hotel in Kathmandu during a general strike, one from a mission guesthouse in Bangkok, and others from a friend's apartment in Singapore.” He says, “Even just last week, on the road to Colorado, I was able to coach someone while my wife drove drove.” He says, “Although we did eventually have to pull over when we started to lose cell coverage.”

Here he is now, she and he both, retired here and living in the States, but it's only a semi retirement. He's not going to stop doing things and stewarding the gifts the Lord has given them. They love serving people and they can do that coaching and continue to travel and minister more now throughout the United States.

KIM: Sure. Another student of ours, Don Mingo, chimed in and he said he has coached in Peru, Honduras, and a current client in Canada. “So far, I have coached missionaries in nine different countries. “ So it is a beautiful opportunity to serve the Body of Christ and the Kingdom from our home or being able to go to where people are and continue to coach that way.

The last value I want to bring up that it surprised me a little until I started thinking about it. I noticed as our students were answering was this love of nature, how we can honor that as a coach. Sherrie Mitchell said, “Well, it's not another country but another location is my deck with my flowers and fountain, which is very soul filling. I have also coached in my car in a parking lot in between riding my kids around. I will soon be taking care of my parents after two surgeries. I will coach and be in two PCCI classes at their house.” So she's moving all around. Jen Watson left this picture. She says, “I love that when we go to the condo at the beach, I have only to grab my calendar, phone, ear buds, and beach chair and I'm set. No one is the wiser.”

CHRIS: How about that? That's pretty nice. Well, you've got the pictures in your mind. You're beginning to understand the far reaching implications when you can live

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in that “both and” world instead of the “either or” decisions that we so often find ourselves having to make, when we are tied to the office or tied to the business, whatever you do normally for a living. I have a very clear memory in my mind from, I don’t know what it is now, probably 10 years ago of me being dressed in colonial garb. We had taken a family vacation to Colonial Williamsburg and I got on the internet and ordered colonial outfits, period pieces for all the family. So all seven of our kids are in these really cute little colonial outfits and Rachel and I dressed up to fit just for the fun, why not.

We were wandering around the town and people were always stopping, “Oh, do you work here? Are you one of the characters?” “No, no. We’re just having fun.” I was dressed in this colonial garb and I was teaching a teleclass from an upper room of one of the inns there in Colonial Williamsburg. It was an air conditioned building. I could get out. There was nobody up there. It was 2 PM and they say, “Sure, you can go up there.” So for one hour, I ducked out from the family, I scoot up to the top here. I’m pausing to do what I needed to do for the students who had signed up for that class and scoot right back downstairs and get a frozen lemonade or something probably and go right back to enjoying vacation with the family.

A couple of years ago, we took a huge family vacation to Europe and we were there for a month, trekking all around because, of course Rachel and I, my wife and I, both have this portability and the kids are all home schooled. The world is our classroom, so to speak. I was scheduled to deliver keynote opening address for a three-day virtual conference and we did not know how reliable my internet access would be because our first stop was Ireland. Ireland does not have particularly good access except in Dublin and parts of Northern Ireland. We were going over to the western side of this country and it’s a good thing that we did. I prerecorded my keynote talk, timed it with all of my slides.

It’s much like, Kim, you and I are doing right here with these podcasts. As you said, schedule them and ready to go. So all it means is that the people who

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attended the virtual conference did not have my keynote live. Well, they are not able to interact anyway. Nobody again was the wiser. It was all there. They received what they needed. We were able to make that trek across Ireland and begin the kickoff to our vacation, and then while there, of course throughout the countries that we visited, I was often either facilitating groups for my group coaching or one on one clients, or teaching a class, hosting a mastermind group. Whatever it was that was needed, I was able to do that and then duck out and do all the other activities with the family in that “both and” world.

I think one of the things that’s striking too in this is that not only are we portable but because you do connect with real people, i.e. your clients, your students, your fellow coaches in other parts of the world, we develop a virtual community and it doesn’t have to live just on Facebook. We have hosted many of our clients and students through the years on our ranch there in Missouri. When they were traveling through on their way to some other place and they said, “Hey, we’re going to be close by. How far are you from such and such?” We say, “Hey, come on down. We’ll put something on the barbecue and have a dinner with you, and then let you head on the way.”

We have been hosted, Rachel and I and the kids, by some of our students and clients. We had an amazing week long vacation hosted by Bob and Nancy Gladding down in the Florida Keys at one of their vacation homes there. We had an amazing week, I guess of seven or eight days in Puerto Rico, with Steve and Trina Greer. That is community that we wouldn’t have connected with at all had we not been working virtually, and because we are then, we cannot only connect virtually but hey, we’re coming through and the doors are thrown open to people’s homes. We’re staying and enjoying adventures that would have been entirely impossible not so very long ago at all.

Kim, one of our instructors here at the Institute, you know Michael Marx. You’ll recall that he lived and worked in Germany for 20 some odd years. He and his wife looked at moving back to the States, and as they prepared for that, they came

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back to the States and traveled the US in an RV like the one I'm in right now for three years. They just didn't really know where they wanted to settle and they wanted to kind of experience all different parts of the States and even up into Canada.

How amazing. Now those are high values for them and they were able to honor them and jump all around the country while they were trying to kind of discern where the Lord was actually leading them to settle down. Many of our PCCI faculty and staff are spread out all over the United States and Canada. In fact, we're in all four time zones here in the US and Canada area. We don't have anybody stationed in Hawaii but we certainly have had some of our people go visit in Hawaii.

Here's an amazing kind of a reality check for our listeners. Many of the persons who serve on our faculty and staff, we have a team of over 40 people, many of them, Kim and I, have never actually met face to face. Huge international training school and the closest we've gotten face to face is video conference. We've seen each other via Zoom which is the service that we use to be able to connect for our monthly meetings, but otherwise, everything we do at the institute is entirely virtual. We train our students all over the world. We've trained thousands of students, and we have no buildings, no physical space in which to hold our monthly meetings.

Everything we do is done via distance and has been for 16 years, telebridge conferences and here more recently, the video conferencing. We have a virtual student center with curriculum guides and support. We have downloadable forms there and exercises. We have peer coaching that our students do, practicing live via free bridge lines for the classes. We have class rosters that have student photos and bios. You actually get to know your fellow students in class though again you will probably never meet them or maybe only a couple of years from now long after you've trained together. We have private groups in Facebook, hundreds of people in our virtual community as well as then individual classes

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that connect via Facebook. We have free marketing and business supports, business building supports in our telebridge PCCI community.

We have live screen share tutorials and webinars. We do retreats, actual real live things where we are face to face once in a while. We just got off one at the Chick-fil-A facility down there at WinShape in the North Georgia Mountains and we're already planning the next big family retreat for the PCCI family at the Billy Graham Facility, the Cove. We have a PCCI family coordinator who just promotes regional meet-ups for this virtual community of coaches to provide each other support and fellowship, everything done virtually just like nearly all coaching is practiced virtually. Again, this is the time travel back to what Thomas Leonard saw in 1998 when he released that book, *The Portable Coach*. Here we are nearly 20 years later and these are portable coaches indeed.

If you're excited by this and you are not already living this, you may recognize that some of what's needed is not just an understanding of what's possible and the creativity that we've talked about and some of the tools that we're going to get to here in a moment, but a mindset. For many of us, it's a major mindset shift and we would suggest that at least some of the mindsets that are necessary in order to make this kind of a big adventure possible are first of all, you need to be highly self motivated. There is not going to be any boss, job description, or team supervising you that's going to say, "You need to be here and do this in such and such a time." Highly self-motivated, self-directed, you need to be very clear on your boundaries. You need to know when it's time for you to do work and you got to do it. You know what time to be with family and you're with family. You're not kind of with the family but your mind is on the business that you need to be working or you're in the business but you're kind of drifting off.

You need to be able to shift clearly and be where you are when you're there, as the saying goes. I think you need to be incredibly flexible not just in terms of the portability but in terms of the problems. I shared early on how we ran into so many problems getting settled out there on that ranch with power outages and less

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than ideal connectivity to the internet and all. You just need to be very flexible not if things go wrong but when things go wrong. As long as you can roll with that, even laugh at it and have fun with it, I think you find yourself just living an amazing out of the box kind of adventure pretty much every day.

KIM: Yeah and it really is accessible. I just wanted to share some of the tools that people will want to make sure they have in their toolkit or even if they don't realize that are readily available to them to enhance their ability to do this. The first is you will need probably a simple website. Your website is now your store front. This is where people find you and where they go to see your wares or your services, what it is you have to offer. Back in the day, it may not have been as important. Chris, as you were saying, not everybody had a website and that's okay because we're meeting people in person, but when you are working virtually, people expect to be able to go to a website and understand who you are, what you do, and how to get a hold of you. It doesn't have to be complicated. It doesn't have to have a lot of bells and whistles, but certainly, make it professional and have that important information on that.

Secondly, I think people will want a newsletter service. My guess is everybody at least receives some sort of electronic newsletter, what they used to call Ezines in their mailbox. This is our ability to stay connected with a growing number of people who are in our life. As I add clients, as I add listeners, people who follow me on Facebook, people who are prospects who may become clients, how in the world will I keep up with all those people by personal email or phone call? It would simply be overwhelming and so a newsletter is a beautiful way to do that. While it probably takes three or four hours a month for me to write my newsletter, it's completely scalable. So when I first started, I think had six people on my newsletter list, Chris, and one of whom was my mother.

Now that I have thousands and thousands of people on my newsletter list, it doesn't take me a minute's more time than when I first started. It's beautiful. I was going to say inexpensive but for some services absolutely free way to stay in

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touch with a large number of people and keep them posted as to what you're up to and how you can serve them. If I were to going to throw out a name of at least one email newsletter service people could check out, it will be MailChimp and the reason I recommend them is because they are free. You can start for free and for your first I think maybe 500-1,000 subscribers not have to pay a dime. That's a great way to get started into something like that.

Thirdly, you're going to have to think of a way people need to pay you. I think the easiest way these days is probably PayPal. It will convert the currencies for you. It will allow you to send invoices. People can pay you online. They don't even need their PayPal account to be able to enter their credit card and to pay your bills. While there's a small fee for service, obviously, they take a service fee, it's free to set up and to have an account with them and to send those invoices, to put buttons on your website and all of that sort of stuff, and I think it's just the simplest, easiest way to handle that payment portion of what we do.

Next, people just think through online scheduling. Back in the day and it wasn't that long ago, Chris, I used to actually schedule back and forth via email. "Will Thursday at 3 Eastern time work for you?" "No, how about Friday at 2 Mountain time?" and my poor brain, I'm embarrassed to say, I've gotten the time zone wrong more than once and showed up on the call on the wrong time because of the time zone confusion. No more. Now, I use online scheduling which will automatically convert to the user's time zone. So they see what they are scheduling in their time zone, I see what I've scheduled in my time zone. It will send them automatic reminders of when they are supposed to show up. It's beautiful. Now I have the online scheduling system that comes with my coach's consul subscription but there are some again free and low cost tools out there like ScheduleOnce, Doodle. I know we use that a lot amongst the faculty, TimeTrade, so easy services to keep you connected with your scheduling.

All right, another tool to consider I think is online email. Some people have private email services where their emails need to be downloaded onto to their

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computer so that they can read them with private servers, etc. I'll just tell you, having traveled the around the world, Chris, I have switched to plain old Gmail. I mean, it looks professional. It's Kim@KimAveryCoaching.com, but it's serviced through email which means when I was in Turkey and I went to an internet café which was full of smoke, by the way, kind of like a smoking café at the same time, but anyway, an internet café, I can just get on one of their computers when I rent time for a little bit and checked my email because online. I don't have to have my computer, my laptop, or even my smart phone with me to be able to do that from around the world. That has been a good decision for me.

Clearly, you're going to need a good phone connection and I really recommend a smart phone. I mean, for less than 2.5 lbs, you can run your whole business via smart phone when you're traveling or when you're overseas, but you are going to need a good phone connection. People are pretty tolerant of poor video connections but research has shown that audio is important to people. You and I know this, Chris, especially when we're coaching. Those nuances, those pauses, they are important and so to do whatever you can to get a decent phone connection. Obviously, you can connect via your cell phone provider and again like my cell phone provider has inexpensive relatively coverage for 30 days for when I travel overseas but there's always the good old Skype which again is free or very low cost and allows people to connect from around the world. It's actually really amazing.

While we're thinking about phone connections and video connections, just a couple others I think that are helpful. We use Xoom a lot with the school and I personally use it with my clients. I pay for a low cost subscription because the videos are more stable than Skype. You get what you pay for. That is just kind of the way life is. My last recommendation of a tool is to get a password protection program. When you travel overseas and you've got a smart phone, you don't want on your Word Document or in your One Note your 22 passwords, your banking site to your email number, to all of that sensitive financial client data.

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You really want to step it up just a level to know that if something happened to your device, nobody can get into your things.

I use 1Password. There are other password protection programs. It assigns each different internet site I ever visit some complicated long password but I don't have to remember it. I just have to remember the one password that unlocks my 1Password thing so no matter where I am, I can hop on any website anywhere, use that unique password, never have to remember them, and best of all, they are not stored some place where a burglar can get them.

CHRIS: That's the kind of thing that my wife would say. "Chris, that's so simple even you could do it."

KIM: Exactly.

CHRIS: Yeah, technology and I are not really great friends, but again, I've been able to fumble my way through and do this all these years. With that creativity, that flexibility, and that persistence, I think any of our listeners can do exactly the same. Whether you're incredibly technically inclined or you're almost technically phobic, you can still capitalize on what our world's reality is now and all of these other possibilities open up to you. I'm going to close us out here referencing again to the article that I wrote back in 2000 and these are the two closing paragraphs from that piece. It's a time travel but I think they actually even apply to us right here today in a different sense than they possibly could have in 2000.

Whether coaching full time or simply as an adjunct to an existing practice, we can powerfully impact the lives of people we many never meet this side of eternity and improve the witness of their lives as we help them more fully embrace Christ's abundant life. We can also have a measure of freedom and flexibility not previously possible. I really do know of a woman who coaches from her boat and Thomas Leonard does coach from his motor home."

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So here I am today doing exactly the same thing. I guess what goes around comes around. Listen, if you're intrigued by all of this and really want to put the pedal to the metal with it, Kim and I are going to remind you again that she and I co-facilitate a mastermind group for coaches to help them really put their coaching launch on turbo thrusters, if you will. It's called the High Impact Mastermind Group. If you'll go to our website at ProfessionalChristianCoachingToday.com, just scroll down on the right hand side there where we have various banners, you will see the application form. Just click the thing that says, "High Impact Mastermind" and fill out the application.

We will review those personally and connect with you to see if that's a good fit for you. We would love to have you join us in that. That group meets all year round biweekly by Xoom. So we video conference and we get to see each other. Of course we have daily access to each other if it's desired by our private Facebook group. We have a yearly meeting out on the ranch if you are intrigued by the idea of coming to the McCluskey farm. Well, guess what, you can do that in that mastermind group. We go out there for three days of serious focus on your coaching practice and your portability. Of course, Kim and I provide you tremendous help in building, launching, and promoting your coaching business.

Likewise, we have our classes coming up. We're heading into fall here again and so always, we have our Essentials of Life Coaching or Essentials of Leadership Coaching classes and the whole array of other classes that we offer. You'll find those at the institute's website at ProfessionalChristianCoaching.com. Not Professional Christian Coaching Today but just ProfessionalChristianCoaching.com. Either one of those, we'd love to have you join the family as it were and until next time, keep raising the standard of coaching and changing the world.

KIM: God's richest blessings to you.

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