

# WHY COACHING IS SO EXPENSIVE

## EP #53

**“Do I need a life coach?” You’re listening to Episode 53, with Rhiannon Bush**

**Welcome to the Do I need a life coach? Podcast. We’re here to discuss the ins-and outs- of the life coaching industry and give you tools to use, to see for yourself. I’m your host, Rhiannon Bush. Mother, management consultant and a passionate, certified life coach.**

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**Well hello my friends, how are you? It’s a beautiful day today. We’ve been gardening and I’ve been pondering a topic that’s been on my mind lately. Today, I want to dive into a subject that might spark some curiosity and possibly even raise a few eyebrows. We’re going to tackle the question of why life coaching is often seen as expensive. I know this is a hot topic, so let’s jump right in.**

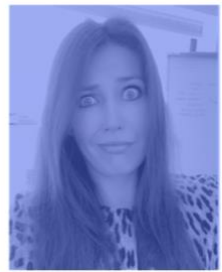
**Picture this: you’re standing at a crossroads in your life, feeling a bit lost, unsure of which path to take. You’re facing challenges, both personal and professional, and you’re craving some guidance and support. That’s where life coaching comes into the picture. It’s like having a trusted confidant who helps you navigate the twists and turns of life.**

**I remember a time when I was seeking direction, feeling overwhelmed by my own thoughts and uncertainties. I decided to give life coaching a try. And let me tell you, it was a game-changer. But here’s the kicker: it wasn’t free. In fact, it came with a price tag that made me pause and wonder, “Why is life coaching so expensive?”**

**Now, I’m sure many of you have had similar thoughts. The idea of investing a significant amount of money in something intangible can be daunting. But let’s break it down and explore why life coaching carries a higher price. The truth is, life coaching is more than just a conversation. It’s an investment in your personal growth, well-being, and future success. When you hire a life coach, you’re not just paying for their time; you’re paying for their expertise, experience, and dedication to your transformation. Think about it like this: when you’re struggling with a legal matter, you hire a lawyer for their legal expertise. When your car breaks down, you trust a mechanic’s knowledge to fix it. Similarly, a life coach is a professional who has honed their skills to guide you through life’s challenges and opportunities.**

**A good life coach doesn’t just tell you what to do; they help you discover your own answers. They listen intently, ask thought-provoking questions, and help you gain clarity on your goals. This process, my friends, is a skill that requires training, experience, and a deep understanding of human psychology.**





**Let's not forget the transformative power of coaching. It's like having a personal trainer for your mind and emotions. A coach helps you identify limiting beliefs, break through barriers, and step into your full potential. That kind of personal growth is priceless. Now, let's touch on another aspect: time and energy. A life coach invests a significant amount of time outside of your sessions to prepare, research, and customize strategies for your unique situation. They pour their energy into helping you succeed. Here's the thing – when you invest in life coaching, you're actually investing in yourself. Consider it a long-term investment that yields returns in various aspects of your life. Whether it's increased confidence, better relationships, or career advancements, the benefits are immeasurable. Now, I won't pretend that the cost of life coaching isn't a valid concern. It's important to find a coach whose fees align with your budget. However, it's also crucial to view the cost as an investment in your growth, rather than an expense.**

**Accountability is another priceless aspect of coaching. When you invest your hard-earned money, you're more likely to commit to the process. Knowing that someone is holding you accountable for your progress can be a powerful motivator. To fully grasp the pricing of life coaching, it's important to consider the market. The demand for skilled life coaches is high, and the investment reflects the value they bring to the table. Just like any profession, pricing is influenced by supply, demand, expertise, and quality. Let me share a couple of real-world examples to illustrate the point further. Imagine you're training for a marathon. You hire a running coach who tailors a training plan to your abilities, monitors your progress, and adjusts the plan as needed. The coach's expertise ensures you perform at your best on race day. Now, apply this concept to life coaching. A coach supports your personal development journey, customizes strategies for your goals, and ensures you thrive in the marathon of life.**

**Consider life coaching an investment with compounding returns. The growth and skills you cultivate today will serve you for years to come. The confidence you gain can lead to promotions, stronger relationships, and a more fulfilling life. Life coaching is not an expense; it's an investment in your future self. By shifting your perspective from focusing solely on the cost to embracing the value it brings, you open yourself up to a world of possibilities.**

**Think about how much you're willing to invest in your hobbies, your education, or even a dream vacation. Now consider how much more valuable it is to invest in your personal growth, your mental well-being, and your journey to becoming the best version of yourself. So, my friends, as we wrap up this conversation, I encourage you to shift your perspective on the cost of life coaching. It's not about how much you're spending; it's about what you're gaining. Remember that your growth, well-being, and success are worth the investment.**

**Before we part ways, take a moment to reflect on this journey we've taken together. Life coaching might seem expensive at first glance, but when you**





**consider the expertise, transformation, and personal growth it offers, the investment becomes much more than just dollars and cents.**

**Thank you for joining me today. If you have questions or thoughts about this topic, I'd love to hear from you. Until next time, my friends, keep investing in yourself and embracing the opportunities life presents. Take care and I will see you next week.**

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**Also, if there are any topics you'd like me to cover specifically about life coaching or the life coaching industry, visit [rhiannonbush.com](http://rhiannonbush.com) to contact me. Thanks for joining and I'll see you in the next episode of Do I Need A Life Coach?!**

**Please note, this transcription may not be exact.**

