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Annie: Hi friends! Welcome to another episode of That Sounds Fun. I'm your host Annie F. Downs. I'm so happy to be here with you today. Every day this week, what I would give to do five shows every week. I love it so much.

We're coming up on the end of our Build Your Board series soon and oh, gosh, I'm sad it's over. We have loved your feedback. I'm so glad these episodes have been helpful for you. I think you're gonna love today's episode as well.

Before we dive in, I want to tell you about one of our incredible partners, [Athletic Greens](#). Listen, if you're looking for a simpler way to incorporate all the nutrients you need into your day without taking a bunch of different supplements, give AG1 by Athletic Greens a try.

AG1 was designed with ease in mind so you can live healthier and better without having to do a lot of steps. It's the healthiest thing you can do and under a minute. All you do is mix one scoop of powder in cold water once a day or if you're like me, maybe give it a shake with a couple of cubes of frozen lemon juice for a little extra something special.

Every scoop is filled with 75 vitamins, minerals, and whole foods source quality ingredients that provide a ton of benefits. AG1 supports your gut and mood, boosts energy, helps your immune system, and supports healthier-looking skin, hair, and nails. Plus, their single-serving travel packs can just be thrown in your bag. So they make it so easy to bring along with you.

AG1 is delivered like clockwork every month so you don't have to set a reminder to order it or worry about running out. If you're looking for an easier way to take supplements, AG1 is giving you a free one-year supply of vitamin D and five free travel packs with your first purchase. Go to athleticgreens.com/soundsfun. That's athleticgreens.com/soundsfun.

Intro: Today on the show we continue our Build Your Board series with a whole week of coaching. As you know, we have already done business coaching, health coaching, financial coaching, and today we're talking with my friend Christy Wright about whether we need a life coach.

Christy lives in Nashville as a bestselling author, speaker, certified business coach and life coach, and personal development expert. Today we're talking all about life coaching. And before you figure out if a life coach is the right fit for you in your

board, we're gonna start with figuring out what a life coach even does, and how they might be able to benefit you.

If you're following along with us in your Build Your Board guidebook, you're gonna be taking notes for this one on page 14. If you need that guidebook, you can get it at anniefdowns.com/buildyourboard. There's a button right there to listen to this series, and right below it is a button for the guidebook.

So here's my Build YourBoard conversation with Christy Wright.

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Annie: All right, Christy Wright, welcome back to That Sounds Fun. I was thinking all the way here, I think this is my third time. I'm becoming a regular now. I love it. I love it.

Annie: You're getting really close. When you get to five, it's the Hall of Fun. You are two visits away from being in the Hall of Fun.

Christy: We'll go ahead and schedule those two just make sure I make it in the Hall of Fun.

Annie: Yeah, get on the Hall of Fun. Okay, so we are really focused in our conversation today. We want to know what is a life coach. People talk about hiring life coaches all the time. And when I was thinking of my friends, I remember clearly the day you said to me, "I just finished my life coach certification." So what even is a life coach?

Christy: Okay, this was a million years ago that I decided to become certified. And they gave us an analogy in one of my very early classes—I took classes for a couple years—that I thought was a really good comparison. So let me say this.

A counselor focuses on your past. They're looking backwards going, let's understand how you got to where you are, your behaviors or traits, your wounds, all those things. They are really reflecting on looking backwards.

A consultant comes in and tells you what to do. So if you hire a consultant in your business, they would come in, they would analyze things, and tell you what to do. A coach is neither of those.

A coach is really pulling pieces from your past, they may make recommendations, but what they're gonna do is they're gonna look at your whole life and really just help you identify what are your goals, and then help you craft a plan to get there.

So as simple as this answer is, think of it like a sports coach. So you would have a coach in running if you wanted to become a professional runner, you know, train for the Olympics, that type of thing, train for Boston. You would hire a professional coach to get you there.

So we just do that in life. You help people in all areas of their life. There's not typically a focus. You can have a focus. For example, my focus is business. But if it's a general life coach, they're going to look at your life, help you identify your goals, and help you craft a plan to get to where you want to be.

Annie: How do you know when it's the right time for a life coach? Is it when you have nothing going on? Is it when you have too much going on? Is it when you wake up and go, "I wish there was someone helping me"? How do you know?

Christy: So I think it's always good to have someone speaking into your life. I think it's always good to have a coach, a mentor, people pushing you. I think really it determines what you're bringing to them when you come.

So for example, when you go to a life coach—and this would be true for counseling—by the way as well—and you don't have anything major going on, it's more of a step of being proactive. Right?

Annie: Yeah.

Christy: Like, I'm going to proactively set a vision. I'm going to proactively look ahead. I'm gonna proactively plan. If you've got a fire going on in your life, then you're coming to them from a very different place and you're saying, "Hey, I've got an issue, I've got to solve; I've got a problem, I've got to figure out."

So it's really how you're showing up. But there's never a bad time to have a coach. There's never a bad time to have someone in your corner pushing you, helping you identify blind spots, helping you become more self-aware, helping you see, oh, you have too much on your plate, or maybe this is a different timeline that you want for this vision or this project.

So it's just someone speaking into your life, especially for entrepreneurs, because I work with so many entrepreneurs. You know, Annie, it's a lonely road. So having someone come alongside you. Because if we know anything, you don't just have a business life and a family life. It's one life and they all bleed into the other. So having someone speak into you into these different aspects of your life and help you is always a good thing.

Annie: I've heard you teach a beautiful thing on being 100% where you are.

Christy: Yeah.

Annie: Will you talk about that for a second about being 100% at home and 100% at work?

Christy: Yeah. So what set me on this path, and I think we can give a little bit of backstory and context to this. So you know I love to talk about things that people ask about. So if there's a problem I see again, and again, this is entrepreneur and me, I'm like, I want to go solve that for people.

So life balance is a hot topic among moms. We love to hate it. And anybody for that matter. Not just women. Men, women... It doesn't matter stage of life. We love talking about balance, life balance. We love to hate the word, but then we still can't stop asking about it. And there's a lot of different, I guess, beliefs around it.

One is that we do everything for an equal amount of time. That's not realistic. And then we beat ourselves up when we can't. But another one is this expectation that we're going to work 50% of time, be at home 50% of the time. And that's what balance looks like. And it's just not realistic. It's not even desirable.

So I set out to... this was in 2020. I guess 2021 is when *Take Back Your Time* came out. But I set out to redefine it. So the thesis of that book is, life balance isn't doing everything for an equal amount of time. It's about doing the right things at the right time. And it's not about a 50/50 split. It's about being 100% present.

And what's cool, Annie, is when you do that, as simple as that sounds, but when you actually do it in your real life, when you say, "Okay, this is what's right right now, I'm going to focus on this be present for it and shake the guilt for all the things that are not right right now," you actually do feel balanced. And it's not scales that's this perfect split. But you feel a peace that I would describe as I'm a balanced person in an out-of-balance world. It's just a different take on it. It's just a different thing.

Annie: I love it. A friend of mine has a farm and I was out there a couple of weeks ago and I actually beat him there. Like we were meeting there and I beat him there. And he has this beautiful land. And I went and sat in one of the Adirondack chairs in his backyard, and didn't have my phone, didn't have my watch, didn't have anything and I just sat. And I was like, "This may only be 11 minutes but this feels balanced because I'm all the way here."

Christy: And you know what's so interesting is I think we don't... I've talked about this a little bit but I don't think we realize how much we live our life disconnected from our body. And I'm not trying to get all weird woo woo.

Annie: No. It's out there.

Christy: It's like you're physically somewhere, but your mind is somewhere else all the time. And phones, technology, social media trains us for that even more, we're multitasking. But what happens is we're not experiencing the moment that we're in, and we actually feel disconnected from our body.

So if you did a simple exercise exactly like you described, of saying, I'm gonna spend 10 minutes in silence, 10 minutes not without a phone, no technology, no screens, and I'm just going to pay attention to what do I see, what is my breath, what do I feel? Like what is the texture of the seat beneath my hands right now? You notice things. You notice sunsets. You notice how you feel. You can actually take inventory of your body and your breath and calm your anxiety. Man, we walk around all day disconnected from our body. And that takes a toll on us. It's exhausting.

Annie: I mean, it's one of the reasons I'm loving this week on the show is like, we got to talk to Amanda Tress, a health coach, and be like, "Why? Why does this matter? And is it always or is it seasonal?" So you're right. Just maybe one of the gifts of building a board around you is they help you bring together spirit, soul, body as much as possible and help you connect.

With a life coach, can life coaches speak into spirit, mind, body, soul?

Christy: I think the biggest thing to keep in mind when you're... because it's a somewhat new industry. And it was a new industry when I became certified, you know, 10, 15 years ago.

Annie: I was gonna say, yeah, it's been a while.

Christy: It's been there, but it's like people still don't know what it is, they don't see the value in it. So here's one of the things I would say. Be discerning in who you hire because you could get a quote-unquote life coach certification in a weekend. There are other organizations where it's going to be hours and hours, hundreds of hours, hundreds of hours of practice.

One of the kind of litmus tests I checked before I chose the school was whether was it certified by the International Coaching Federation, the ICF?

Annie: Oh, that's great.

Christy: This is the governing body, okay, international, governing body across the globe of coaching certification. So they have to meet certain criteria in order to be credentialed. So I would find a school that is certified by the ICF. And then you're going to know. There's going to be certain standards, certain requirements. It's going to be a someone who has done their homework. They didn't just go to a weekend retreat and they call themselves life coach.

Annie: Right.

Christy: So I do think you need to be discerning there and someone that agrees with you on major issues. So spiritually-

Annie: Like faith?

Christy: Yeah.

Annie: If you're a Christian, pick a Christian life coach?

Christy: Because that's your filter you put your whole world through, so it needs to be theirs. But here's what's interesting about coaching that I absolutely love. Again, distinguishing between a coach and a consultant. A consultant comes in, they assess what's going on, they tell you what to do. "Here's what you should do based on my expertise." A coach has a completely different strategy. So the number one tool of coaches, specifically life coaches though, is asking questions.

Annie: Wow.

Christy: It's not giving advice. So if you and I were gonna have a coaching session, Annie, I would start by asking you what you want to get outta this session. I would spend five minutes probably asking you what you want to get out of it. And you might talk in circles and I'll say, "Okay, so we will know we've been successful when what happens? So what do you want to take away?"

I'm gonna actually ask you what you want to get out of it multiple different ways. Because if I don't set the goal at the beginning of that session and set your mind towards what you want to get out of it, we'll talk for 30 minutes and you're like, "Man, we had a great time." You walk outta there and you don't know what we did. And I don't either.

Annie: Eight sessions later you're like, "This isn't helping me."

Christy: "We're not making any progress." So you begin by asking what that person wants to get out of it, which again, puts ownership on them to identify what do they want. Is it a goal? Is it a solution? Is it "I need a plan for my new hire, I need a marketing strategy for my new product launch, etc."

So then after that you begin to ask questions. So what's holding you back from that? So what's the biggest barrier I face? Well, why is that a barrier? What else have you tried? You are spending the entire session asking questions now.

Annie: Wow.

Christy: Now, it takes some mental gymnastics and some strategy to know how to ask the right questions that guide the person.

Annie: Sure.

Christy: But what's so fascinating is psychology research shows that when we come up with an idea, we like it more. So when I come up with my solution based on the questions you've asked me, if you were coaching me, I'm gonna like it more, which means I'm more likely to act on it. So I'm gonna go outta the room and be like, "Oh my gosh, I had the best idea. You know what I should do? I should hire this person, da da da da."

So you just own the decisions and you act on them more. So coaching is really beautiful because it's not telling someone what to do, it's helping them identify what they want and what they need to do themselves. Now, there's still value because the questions are strategic.

In fact, one of the top tools of a life coach or any coach is silence. So I'll give you an example. You'll appreciate this as a writer. So a million years ago when I was in life coaching school and getting my certification as a business coach, all that, we would practice coaching each other in role-play on the calls. So there were people from all over the country and we're on the calls.

So on this one particular call, I was supposed to bring an issue and then this other guy was going to coach me. And we'd learned all the techniques and tools of things to do. So I made a statement and I can't remember what the context was that led up to it with my problem. But I said, "Well, I'm not a writer. I'm a speaker. I'm not a writer." He didn't say a word.

Annie: Oh, wow.

Christy: It was just silence. And I sat there. And then after I just heard the echo of my words, my next statement was this: well, that sounds ridiculous when I say it out loud.

Annie: But he had to let you sit in it.

Christy: His silence let me hear. If he had said, "Yeah, you are..." I would not have owned. Annie, the silence that day changed my ideas about myself as a writer. I decided that day I was a writer. I was like, well, that's ridiculous when I said out loud and I became a writer. I began to write blogs and write books. That changed the course of my life, because I owned the fact that I could be a writer and was a writer. But it was through silence. Actually not a word he said. Isn't that amazing?

Annie: That is shocking.

Christy: Yeah. But their strategy to the art and technique of asking questions that bring awareness, that lead to ownership and action, or even silence that lets someone sit with their words and go, "Oh, that's not true."

Annie: I know someone is thinking, probably 50,000 someones are thinking, can I hire Christy? Are you hireable as a life coach right now?

Christy: I don't do life coaching. I do business coaching. But I don't do life coaching.

Annie: Okay, good. I just wanted to get that outta the way because I don't want your inbox to fill up if this isn't-

Christy: It's gonna fill up and I'm like, well, maybe I should. Maybe I should go back into this.

Annie: To be honest I can get to at least a hundred clients today.

[00:14:00] <Music>

Sponsor: Hey friends! Just interrupting this conversation to share about one of our amazing partner, [Ritual](#). Okay, I find this kind of crazy, but did you know that women were excluded from clinical research policy by federal law until 1993? Like what? Women belong in scientific research. We're essential, right?

Ritual gets it. They conducted a university-led clinical trial for their Essential for Women Multivitamin 18+ multivitamin to see how effective it was. The results showed it increased vitamin D levels by 43% and Omega 3 DHA levels by 41% in just 12 weeks.

I am a huge fan of Ritual's multivitamin. It's made with high-quality and traceable key nutrients. It has nine key nutrients with just two capsules per day. And their capsules even have a delayed-release design to help make it gentle on an empty stomach.

Essential for Women Multivitamin 18+ is also soy-free, gluten-free, vegan-friendly, and formulated without GMOs. Yes, please. It's got this minty essence too in every bottle to help keep things fresh and helps make taking your multis every day actually enjoyable.

Ritual is all about hot data and stone-cold facts. So get to know your nutrients on a deeper level with 30% off during your first month. Visit ritual.com/thatsoundsfun to start Ritual or add Essential for Women Multivitamin 18+ to your subscription today.

Sponsor: Have you ever wondered why laundry detergent comes in massive plastic jugs? Y'all, they're so annoying. Plus 91% of them end up in landfills and oceans, harming our planet and the marine life. I was terrified to learn the dirty truth about recycling. Fortunately, I found a solution and you're gonna love it too, [Earth Breeze](#).

Imagine for a moment something that looks like a dryer sheet, but it is not. It's a liquidless laundry detergent sheet that dissolves a hundred percent in any wash cycle, hot or cold. No measuring, no mess, and no heavy lifting.

The packaging is lightweight and biodegradable. I save so much space. I can fit 720 loads of sheets where I used to just fit one 60-load detergent jug, you guys. You can sign up for their subscription and have it delivered right to your door. And you have full control to adjust, pause, or cancel at any time.

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Right now my friends can subscribe to Earth Breeze and save 40%. Go to earthbreeze.com/thatsoundsfun to get started. That's earthbreeze.com/thatsoundsfun for 40% off.

Okay, now back to finish up our Build Your Board conversation with Christy.

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Annie: So speaking of that, I'm thinking about the finances of it. That's one of the things we've talked about this whole series is like, besides the discipleship, besides a mentor, everything else cost actual money.

So when you're thinking about life coaching, what is some starter ways to do this? Are there podcasts? Is there some starter ways that we can go, here's where I can start getting this language in my head? Or do I need to jump in and write a check?

Christy: No, I think if you're self-motivated, if you're one of those personal development junkies, you listen to podcasts, you watch YouTube channels on personal development, you love personal growth, then you're probably going to be able to get the input on your own. You don't have to have higher purpose. But here's what you'll miss. You will miss the accountability.

Annie: Right.

Christy: But if you're self-motivated, then you may not need that. You may just be so driven, you're gonna do it yourself.

Annie: I love Jenna Kutcher's podcast. She's never at following up with me-

Christy: Right, sure.

Annie: ...to see if I've done what she told me to do.

Christy: For sure.

Annie: I hear you. I hear you.

Christy: So if you're self-motivated, you probably can get that. I think life coaching is a really good for a person that has a disposable income and they want someone to push them personally. They want that customized coaching. They want the specific instructions.

Like I have a mastermind that I lead right now, Annie, and it's a business mastermind. And these people play a lot of money to be in a small group with me. But everything is customized.

Now, you can listen to my podcast and you can get general advice, but it's not specific. But it is for someone that has the finances. Because you don't want it to be one more burden. You need to have the funds where you go, "Yeah, I can put some money into this. I can spend a few hundred bucks a month for a few sessions with someone that's gonna push me. It's gonna get real results. I see the value in investing in myself in that way.

And if you don't, then here's what I'll say. If you don't see the value in it or you don't have the finances, there's nothing that coach can do to convince you otherwise. They can't be good enough to convince you if you just don't have the money. They're going to be a burden to you.

So don't set you and them up for failure. It should be someone that they have the budget to be able to do it. And then sure, you see the value in that, Oh my gosh. Like it's priceless at that point because you're going, "Wow, one decision I made because this person made me this money or saved me this money you're saving this time, which is money. You see the value in it. But you need to be in that place to be ready to do that.

Annie: Christy, that is so good. So do we, as all of us, before coaching, after coaching, in coaching, but I'm thinking about our friends who are like, do I need to coach? Do we need to have goals all the time?

Christy: That's a great question. I think that I'm naturally a goal-oriented person, so I love them. I love anticipation. I think everybody does though. We love anticipating things. We love looking forward to things. But I think how we think of goals maybe should change a little bit.

So lemme give you an example. One of the things I love helping people with is I love helping people with time management, life balance, all that. But in relation to their season. So we have a tendency to think of goals as a January new year thing. We set them, we beat ourself up in March when we didn't achieve them. They're out the window by November. I love helping people-

Annie: By November. That's generous of you. They're out the window by April.

Christy: They're a distant memory.

Annie: You don't remember what your goals were. Don't remember what you said. Yeah, that's right.

Christy: Right, right. So what I love helping people do is look at the season they're in. Season being the season of the year, the quarter of your business, the semester of your kids' school, whatever that looks like in the rhythm of your life. It's probably a few months. And then you decide what does success look like in this season? What are my priorities in this season? What are my goals for this season?

So we tend to think of goals as like, I'm gonna lose the weight. I'm gonna pay off the debt. I'm gonna build the business. I'm gonna do all these big things. A goal could be to have fun. That could be a goal.

Annie: You know I love that.

Christy: Right? I mean, I have set goals in spring of one year to launch a book and increase revenue on my business. And then I could have set goals in the summer to say, spend time with my kids, have fun, be outside, and exercise. And it's just all it really does. And people would argue, Oh, well that's not a goal because it's not specific, measurable. That's true.

But I think different seasons call for different levels of specificity and even intensity. And in the summer when I've worked my tail off all spring, I want my goal to be a little loose where it's just setting my intention and focus to say, Hey, I was outside. I played with my kids. Today was a successful day.

So I think we can always have goals. But it's more how we define them and how it reflects our values in that season.

Annie: I think you and I are built very similar. That's why our friendship is as fun as it is, where we get on Marco Polo, I'm like, "Okay, here's what the Lord said. I'm going." And we like run fast in our lives.

Christy: That's right. So because of that, and a lot of our friends listening are built like us, because of that, I can have eight goals and I miss seven of them and I feel super guilty. There are other friends of our listening who are, "Hey, I'm good at having one goal. I probably have the bandwidth for three." How do we know what actually fits for us?

Christy: You know what's so interesting is, I think, and to pull in a faith-based component to this, I think that often what I've seen in my life is the Lord will stretch you outside

of your comfort zone. So if your comfort zone is, I'm only gonna set one goal because I don't like to be uncomfortable, he's gonna push you to put more things on your plate than you think you can handle, more opportunities that you know are good and you're not sure how it's gonna play out because He wants you to stretch outside your comfort zone.

Stretching me, Annie, looks like rest. It's hard to sit still. It's hard to slow down. Sometimes He says, "Actually I want you to do less. I want you to pull back." So I think a lot of it, even growth, you know, as we're saying, what is life balance? What are goals? I think then growth can look different because it's probably going to look different for different people depending on how you're wired. You tell me to run hard, that's actually not hard for me, Annie. I thrive. Let me run. Let me go. Let me set 15 goals and I'll fail at 14 and I don't care. I'm gonna get back up and do it again. But telling me to slow down and rest and do nothing, that's really hard. So I think there is a self-awareness of-

Annie: You should know thyself a little bit.

Christy: Yeah. Like what is right for me and what does growth look like for me? And it may be hiring a coach or counselor that helps you do that thing. And maybe that thing is hustle and maybe that thing is rest. Maybe it's accountability. Did you slow down this week? And there's value in that.

Annie: I remember a few summers ago when you and Matt and the kids were spending a lot of time at the lake. And I remember us talking about what it was requiring of you emotionally to check out that much. But because you were doing fun stuff, it wasn't sitting on the couch. Like, I feel like God has invited me to sit on my couch for the summer. Probably not for any of us."

So I even think one of the benefits of coaching, correct me if I'm wrong, one of the benefits I've seen in the coaching I've been exposed to and had in my life is they also go, well, resting for you looks like (fill in the blank). And it doesn't look like everybody else.

Christy: Right.

Annie: That feels like an advantage of coaching is that people speak directly into you.

Christy: Yeah, they do. They need to know you and they need to understand you. They need to understand your goals. But here's what I think is so valuable in coaching. I mentioned this a minute ago with blind spots. But we all have a lot of assumptions. And we live based-

Annie: About ourselves?

Christy: About everything.

Annie: Okay.

Christy: About everything. "I can't do this. I can't do this. This will work, this will never work." We act based on our assumptions. And sometimes those assumptions are conscious and some are below the surface of our unconscious where we're not even aware of them.

A coach will challenge those assumptions. And this is any kind of coach, life coach, business coach, they should. You come, you know, to me with a business question, you say, "Well, we're not gonna be doing this because this would never work in the season. And I will challenge that and say, why? "Well, we can't do this because we can't do six things." "Why?"

Like, there's a challenge to the assumption that opens your mind to more possibilities, more paths, more ways of doing something that is so valuable that you cannot see on your own. You just can't. None of us can. We have to have someone else widen our vantage point, challenge those assumptions.

And then what's interesting is we walk outta the room, we walk out of the call and we act differently on new possibilities that were not a possibility 30 minutes ago.

Annie: Right.

Christy: Because we didn't see them, we didn't know them. And we would've continued living in that assumption had we not had that person speaking to our life.

Annie: And for me, a lot of times, I don't... this will not surprise you. I did not walk into a meeting and say, "I don't know why I can't make this work." I walk in and go, "I know exactly how it works." And then the coach goes, "Are you sure? There are other options." Or you know, it's a team thing here where I go, "I want to do it this way." And they go, "Okay. But there are three other ways."

So coaching goes that way too of like reign in your pride that you don't have all the right answers and listen to some other options from your coach. And then you still walk out being able to operate in the new information you have.

Christy: Right. So let's go back to that example of the silence example when I was a student, when we were role-playing in that class. The guy used silence to challenge what I said, and it was very effective. I was like, "Well that sounds ridiculous." He could have said when I said, "Well, I'm not a writer, I'm a speaker. I'm not a writer." He could've said, "Why not?"

And then I would've had to defend this absurd assumption, which I cannot defend because I write all day every day. It's ludicrous. So just the value in challenging your one vantage point, your one assumption can really open up so many possibilities for what you do next that, again, you wouldn't know otherwise.

Annie: How long is a life coaching season? Do you sign up with someone for a year? Is it six months?

Christy: It depends on the person. Some, it's funny, I'm so in the business lane, so it's like I'm trying to put my head back in the life coaching.

Annie: I'm sorry.

Christy: No, it's so good. But one of the things, I have a lot of life coaches that are clients of mine from business coaching, right?

Annie: Yeah.

Christy: I coach them in their business too.

Annie: They're doing life coaching. Yeah, sure. That's cool.

Christy: So they ask me a similar question and it really comes down to the business owner, meaning, okay... So lemme give you an example. Some people might want to build their coaching program and say, the minimum contract with me or agreement is a year because I want people committed, I want to weed out the people that are flaky. I want you to commit to a year so we can see real change. That's one. And it's their business, they can do whatever they want to.

When I left Ramsey almost two years ago, I was the exact opposite. I was like, "I only have three month agreements." Like, I had one-on-one clients, I had probably 10 at the time, and I only would allow them to sign with me three months because I was in such a commitment phobe.

I left Ramsey after 12 years and I'm like, "Don't box me in. I don't know what I'm gonna be doing in six months. I don't know if I want to be working with you then.

Three months is all you get. We'll do three months again if we're still feeling good in three months, but I don't..."

So it really is determined more by the business owner of how they build their coaching program. And if you like the person, then you'll probably just do whatever their structure allows, they may work with you. But if you have a certain length of time you want, then you could always ask for that. People have a baseline, but then of course they always customize it. And that's the beautiful part of coaching.

Annie: This is true for all of our experts we've brought in. There are sometimes where 10 years is right and sometimes where one month is right.

Christy: That's Right.

Annie: And so it's kind of what you need.

Christy: That's right.

Annie: For the friend who's going, "Do I need a life coach? I can't totally tell," is it important if one part of their life is falling apart? Like, is that when we call you?

Christy: No, no. I don't think so at all. I think of life coaching as way more proactive.

Annie: Got it.

Christy: I think of life coach... I mean, I would like it to be. I would like it to be more proactive than putting out fires. That we come when we are in a good place. Actually just got off a call today. This is a silly example, but it's a good teaching analogy, Annie.

I just got off a call with my son, Conley's therapist, and we were talking about coping strategies, when he's dysregulated and having a meltdown and like really, really struggling in his world. And I said, "Well, you know, one of the things that's really hard is I go, "When everyone is screaming, I then get dysregulated. I'm not pulling from these strategies, Bailey. I can't think of your strategies when I'm about to lose my mind." And she goes, "Well, that's why it's always good to teach the strategies when he's calm and you're calm.

Annie: Oh, interesting.

Christy: We use that example with coaching, right? Like, it's best to learn things when you're calm, when things are good. That's when you're gonna learn it and you're

gonna receive it and you're gonna be able to pull from it when you're in that fight or flight in the problem-solving mode. Let's not wait till the building's burning down to go find a solution.

Go while things are good. Learn some strategies. Learn some techniques. And then when the building, you see a fire in the kitchen, you're like, "Oh, wait, wait, wait. I know how to jump on top of this." So I think we all learn best when we're regulated. So definitely being proactive is the preferred way.

Annie: Okay. And how do we find a life coach?

Christy: Great question. If you know of someone in the coaching industry, so you mentioned Jenna Kutcher, if anybody in that world has resources, a lot of times they have people they recommend.

Annie: Got it.

Christy: But find someone you trust and see who they recommend. So I don't have specific people to send people to.

Annie: Sure, sure, sure.

Christy: But I will say check if they are credentialed by the ICF. That's a good baseline to start with.

Annie: Here's what I'm doing. If I'm listening right now and I got my phone in my hand is I'm looking up ICF and seeing if they have a list.

Christy: They do. They do. Also if you want to meet in person, there's value in that. So finding people in your area. There's probably Facebook groups and stuff like that in your community just if you want to meet in person. You don't have to. But there's a lot of value in getting some FaceTime.

Annie: Is life coaching once a week?

Christy: Usually, yeah.

Annie: Okay.

Christy: Usually. But people do it often on the phone. But if you have the option to go in person, then meet someone in person.

Annie: Brilliant. What did we not say about life coaching we need to say?

Christy: I think the biggest thing, this is not just true with life coaching, this is true with any, anything investing in yourself. And I work with a lot of women. Annie, you remember the business boutique days.

Annie: Yes.

Christy: Like those women, not to make a generalization, this is just the truth. Many of them got there despite their belief in themselves. So the big barrier is just believing that you're worth investing in. And you will spend a hundred dollars on an iPhone, you know, or some accessory for your child's shoes for your child. You'll spend a thousand dollars on an iPhone, but you won't spend a hundred dollars for yourself.

So whether it's a massage or a life coach or something investing in you, I just want to end by saying, you are worth investing in. Your brain, your happiness, your future, your wellbeing, you, listener, are worth investing in. So see the value in yourself and invest in yourself, whether it's through this or something else. I just think breaking down that barrier of belief is so important. That they need to know that they're worth investing in.

Annie: It almost feels like an opportunity to go, okay, I'll do this for a month and see if I am worth it. I mean, that used to be how it was at Business Boutique where people went, "This is my first step. I'm going to see if it is true what Christy says to me, that this is worth sitting here." And then it always was.

Christy: There's just ideas in associations we have around something. Annie, I literally will... someone will give me a massage gift card—I love getting massages—and I will like save it. Like I'll store it away, like little squirrels for hibernation or something. It's like I will save it for like this special occasion. And then every time I eventually go and use the gift card, I'm like, "That was not that hard. This was not this big luxurious thing." Like, I could do this once a month probably and be okay.

But we have these ideas about things that they're such a big deal. It's so hard. It's so much money. It's like, no man, just spend... set a budget. Okay, 300 bucks. I'm gonna spend 300 bucks this month on life coaching. See how it goes. Give it a test experiment like you said and just give it a shot.

Annie: Great. All right, Christy, the last question we always ask. Because the show is called That Sounds Fun, tell me what sounds fun to you right now.

Christy: Oh my gosh. I think the last time you had me on, my answer was playing with my kids. So I would like to say not playing with my kids. I would like to say -

Annie: Now that your office is in your home.

Christy: I have had a lot of quality time with those children. I love them so much. Also love time away. So time by myself is fun, Annie. Anything, I could literally be staring at paint drying and it would be fun to be alone right now.

Annie: Tell me where your massage place is here. Are you in Escape?

Christy: No. I usually go to A Moment's Peace. But I love Escape too.

Annie: A Moments' Peace? I haven't even heard of it.

Christy: It's in Franklin.

Annie: Great.

Christy: But I love Escape. I love... What's the other one? There's a fancy one over off of Highway 100, I think. But anywhere. I love anywhere, any of the fancy ones. Listen, again, I gotta go to business coaching. But it needs to be expensive. Don't tell me you got a massage place that's 20 bucks. I'm not interested because that's creepy, right? Yeah. I want to spend at least a hundred bucks. I want it to be fancy.

Annie: I want to have to save up.

Christy: That's right.

Annie: You better have bathrobes that are soft there.

Annie: I mean, when I go to the ones that are not fancy, it's because I've had a migraine for three day-

Christy: You're desperate.

Annie: ...and I just need someone to help with the top of my shoulders. And it's Saturday morning.

Christy: The mall chair people. You're just here walking.

Annie: Yes. I'm like, "Just help me. I need help. This is a 911 massage."

Christy: I'm walking by and I'm like, "Annie, is that you?"

Annie: That's right. You're like, "Did y'all see Annie at the mall in front of everyone."

Christy: Face down.

Annie: Oh my gosh. Well, Christy, I love you. Thanks for making time for this.

Christy: So fun. Thanks for having me, friend. Thanks for having me.

[00:32:35] <Music>

Outro: Oh y'all, isn't she brilliant? Thank you for explaining a life coach and all the ways it helps. Her explanation really streamlined for me the seasons in my life when I could have used a life coach and moving forward when I will need a life coach. I'm just really thankful. Make sure you're following Christy on social media. Tell her thanks for being on the show.

If you want a full list of all the resources from our Build Your Board series and to get the guidebook, go to anniefdowns.com/buildyourboard.

If you need anything else from me, you know I'm embarrassingly easy to find. Annie F. Downs on Instagram, Twitter, Facebook, probably seeing a play on Broadway. I'm having the best time, you guys.

And I think that's it for me today, friends. Go out or stay home, do something that sounds fun to you. I'll do the same. Today what sounds fun to me, y'all, I saw MJ already one time. I must see it again. It might be... Ooh, this is a tough thing to say. It may be my new favorite musical. It's up there. It's amazing.

So y'all have a great day. We'll see you back here tomorrow as we finish up our week talking about relationship coaching. Not dating coaching, but relationship coaching with one of your favorites and mine, Janice Gaines and her husband EJ. We'll see y'all tomorrow.