

**Glenn Livingston, Ph.D.
and Becky Castro, CPC**
“The Evidence of Success Paradigm”

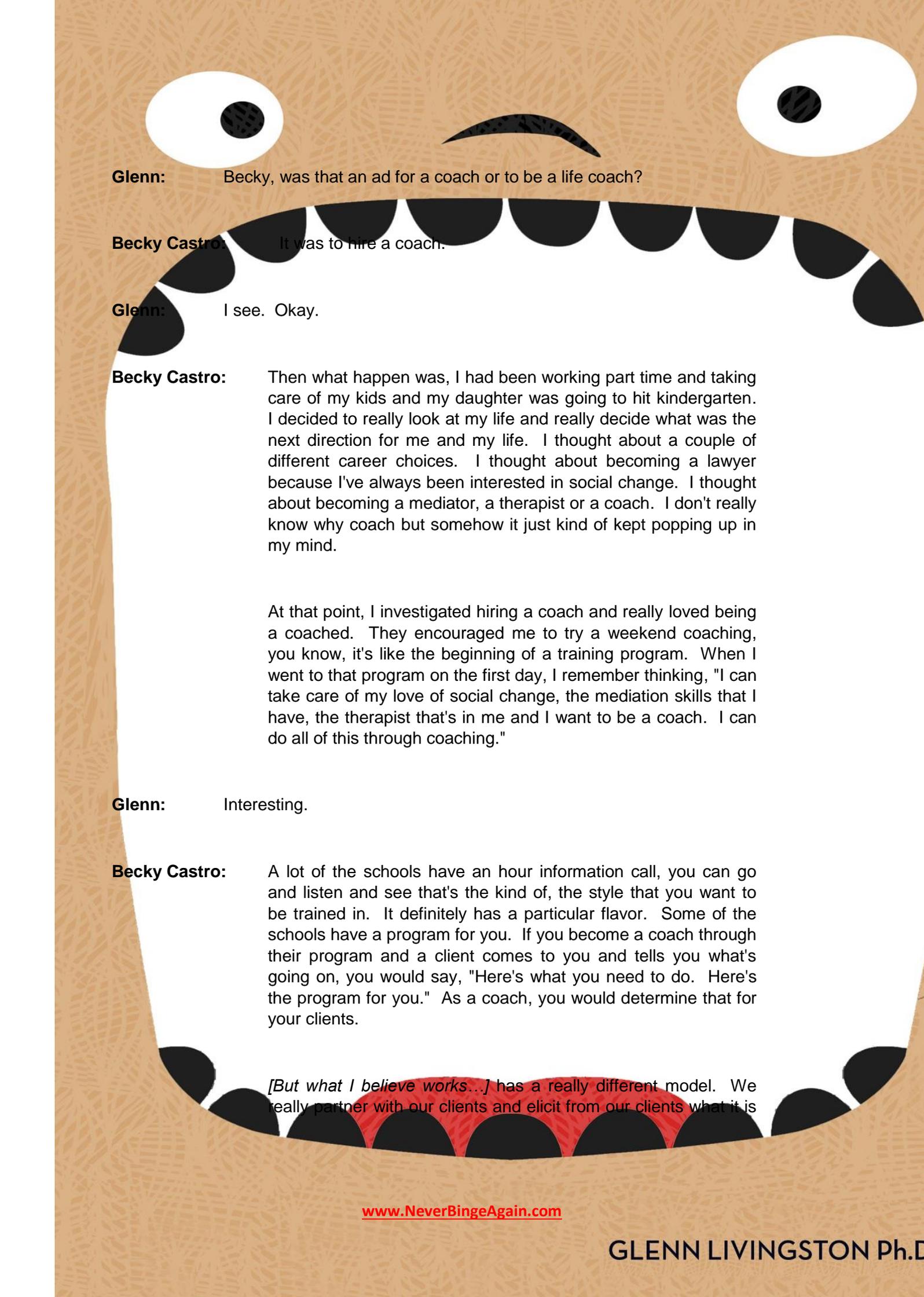
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Glenn: I am fortunate enough to be here with Becky Castro. Hi Becky, how are you today?

Becky Castro: I'm good, Glenn. How are you doing?

Glenn: I'm just fine. Becky is a business and personal coach. She's been doing it formerly for the last 3 ½ years. But in some way, she's been doing it her whole life. I'd let her tell us about that in a moment. Becky has consented to talk me for an hour or so, to give you more of the real life experience that life coaches go through, some of the trials and tribulations and what she might like to do over again if she had a chance. Becky, why don't you tell us how you found out about life coaching? What do you mean by saying that in some ways, you've been doing it for your whole life?

Becky Castro: Okay. I found out about coaching, I found a little ad in a magazine. I was like, "Life coaching, like what is this?" I remember calling the person and talking with her. I didn't really understand it. At that point, people weren't readily saying, "I'll give you a sample session so you can decide if this is for you." I didn't know what to do and I put it aside.



Glenn: Becky, was that an ad for a coach or to be a life coach?

Becky Castro: It was to hire a coach.

Glenn: I see. Okay.

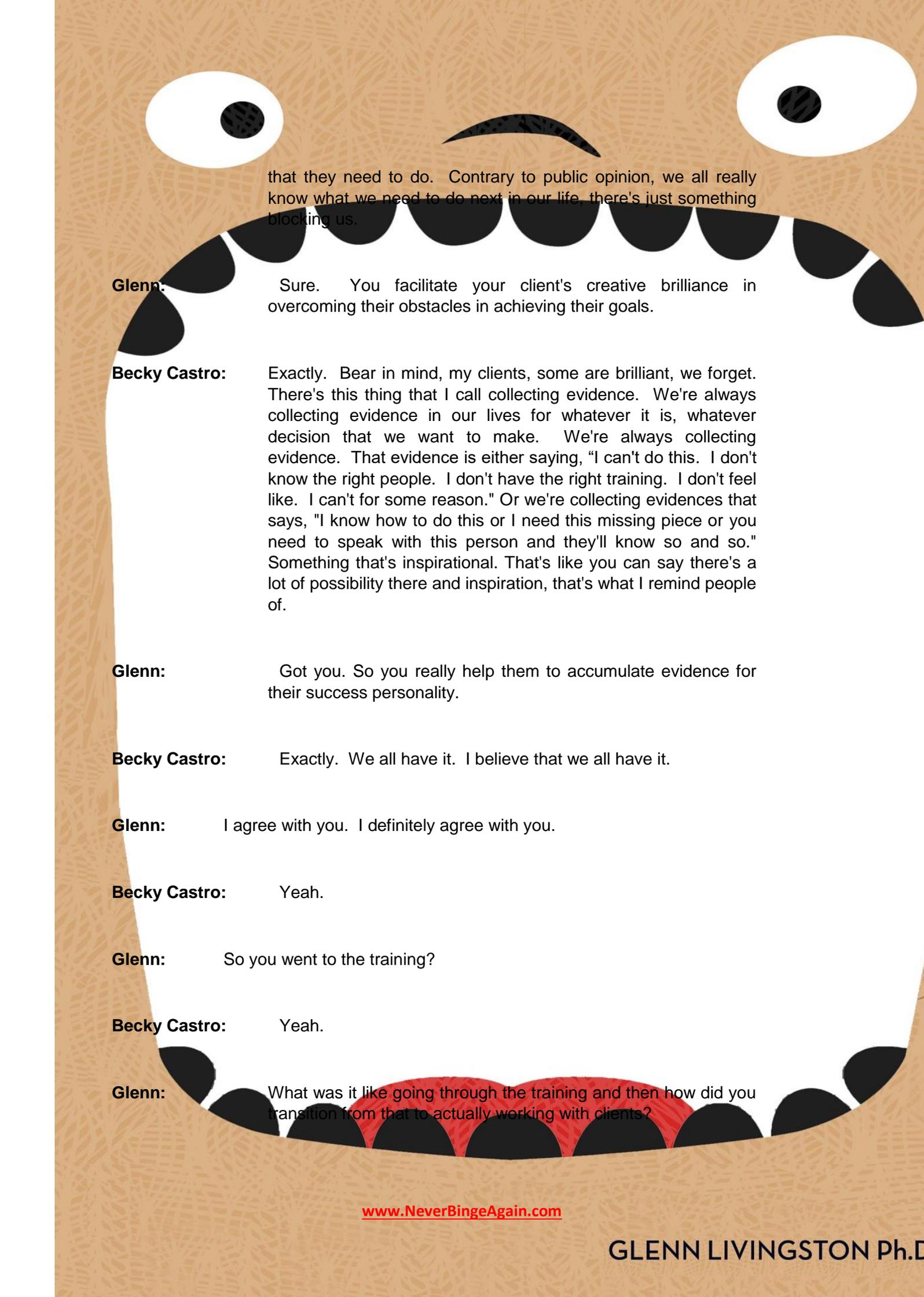
Becky Castro: Then what happen was, I had been working part time and taking care of my kids and my daughter was going to hit kindergarten. I decided to really look at my life and really decide what was the next direction for me and my life. I thought about a couple of different career choices. I thought about becoming a lawyer because I've always been interested in social change. I thought about becoming a mediator, a therapist or a coach. I don't really know why coach but somehow it just kind of kept popping up in my mind.

At that point, I investigated hiring a coach and really loved being a coached. They encouraged me to try a weekend coaching, you know, it's like the beginning of a training program. When I went to that program on the first day, I remember thinking, "I can take care of my love of social change, the mediation skills that I have, the therapist that's in me and I want to be a coach. I can do all of this through coaching."

Glenn: Interesting.

Becky Castro: A lot of the schools have an hour information call, you can go and listen and see that's the kind of, the style that you want to be trained in. It definitely has a particular flavor. Some of the schools have a program for you. If you become a coach through their program and a client comes to you and tells you what's going on, you would say, "Here's what you need to do. Here's the program for you." As a coach, you would determine that for your clients.

[But what I believe works...] has a really different model. We really partner with our clients and elicit from our clients what it is



that they need to do. Contrary to public opinion, we all really know what we need to do next in our life, there's just something blocking us.

Glenn: Sure. You facilitate your client's creative brilliance in overcoming their obstacles in achieving their goals.

Becky Castro: Exactly. Bear in mind, my clients, some are brilliant, we forget. There's this thing that I call collecting evidence. We're always collecting evidence in our lives for whatever it is, whatever decision that we want to make. We're always collecting evidence. That evidence is either saying, "I can't do this. I don't know the right people. I don't have the right training. I don't feel like. I can't for some reason." Or we're collecting evidences that says, "I know how to do this or I need this missing piece or you need to speak with this person and they'll know so and so." Something that's inspirational. That's like you can say there's a lot of possibility there and inspiration, that's what I remind people of.

Glenn: Got you. So you really help them to accumulate evidence for their success personality.

Becky Castro: Exactly. We all have it. I believe that we all have it.

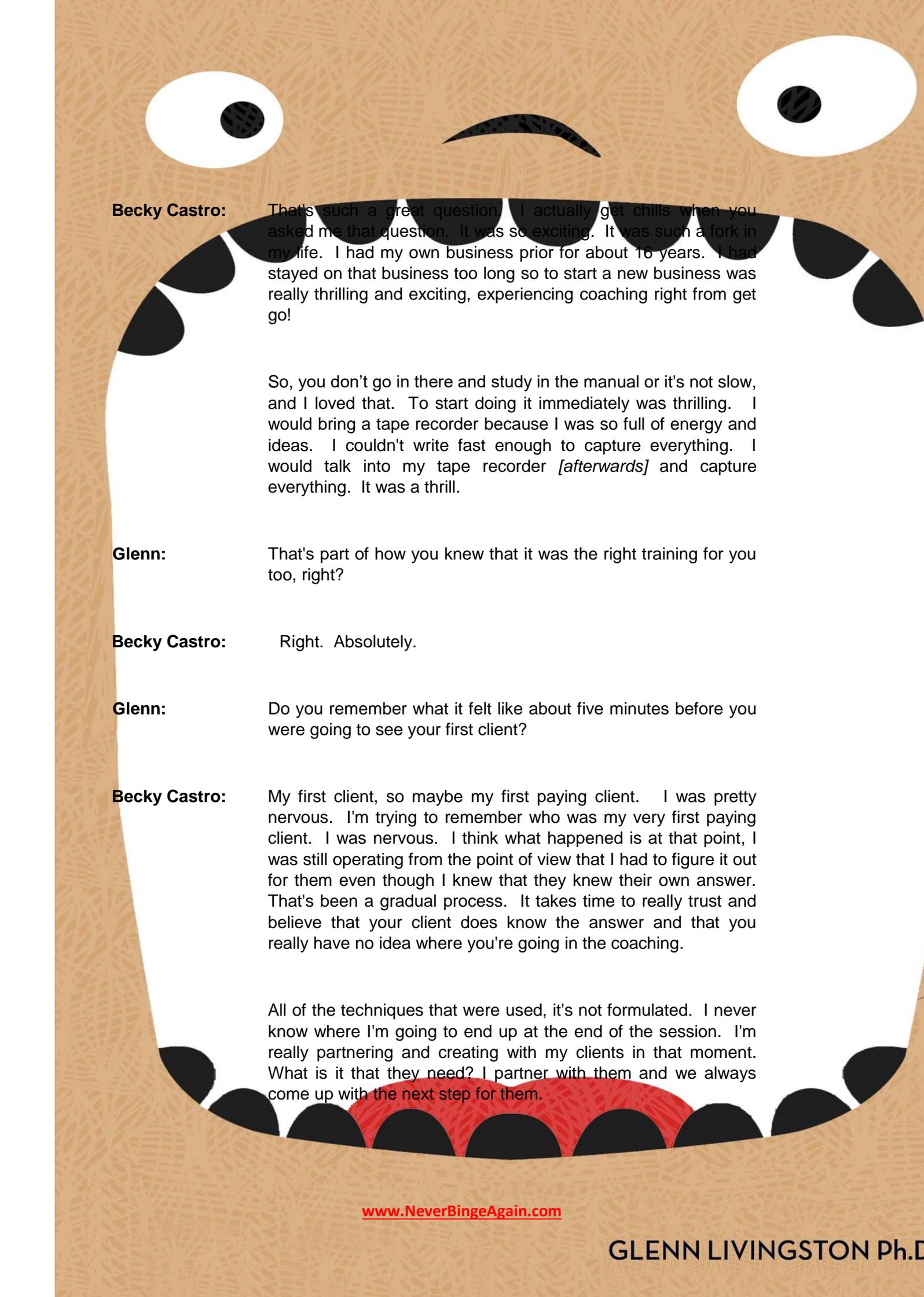
Glenn: I agree with you. I definitely agree with you.

Becky Castro: Yeah.

Glenn: So you went to the training?

Becky Castro: Yeah.

Glenn: What was it like going through the training and then how did you transition from that to actually working with clients?



Becky Castro: That's such a great question. I actually get chills when you asked me that question. It was so exciting. It was such a fork in my life. I had my own business prior for about 16 years. I had stayed on that business too long so to start a new business was really thrilling and exciting, experiencing coaching right from get go!

So, you don't go in there and study in the manual or it's not slow, and I loved that. To start doing it immediately was thrilling. I would bring a tape recorder because I was so full of energy and ideas. I couldn't write fast enough to capture everything. I would talk into my tape recorder *[afterwards]* and capture everything. It was a thrill.

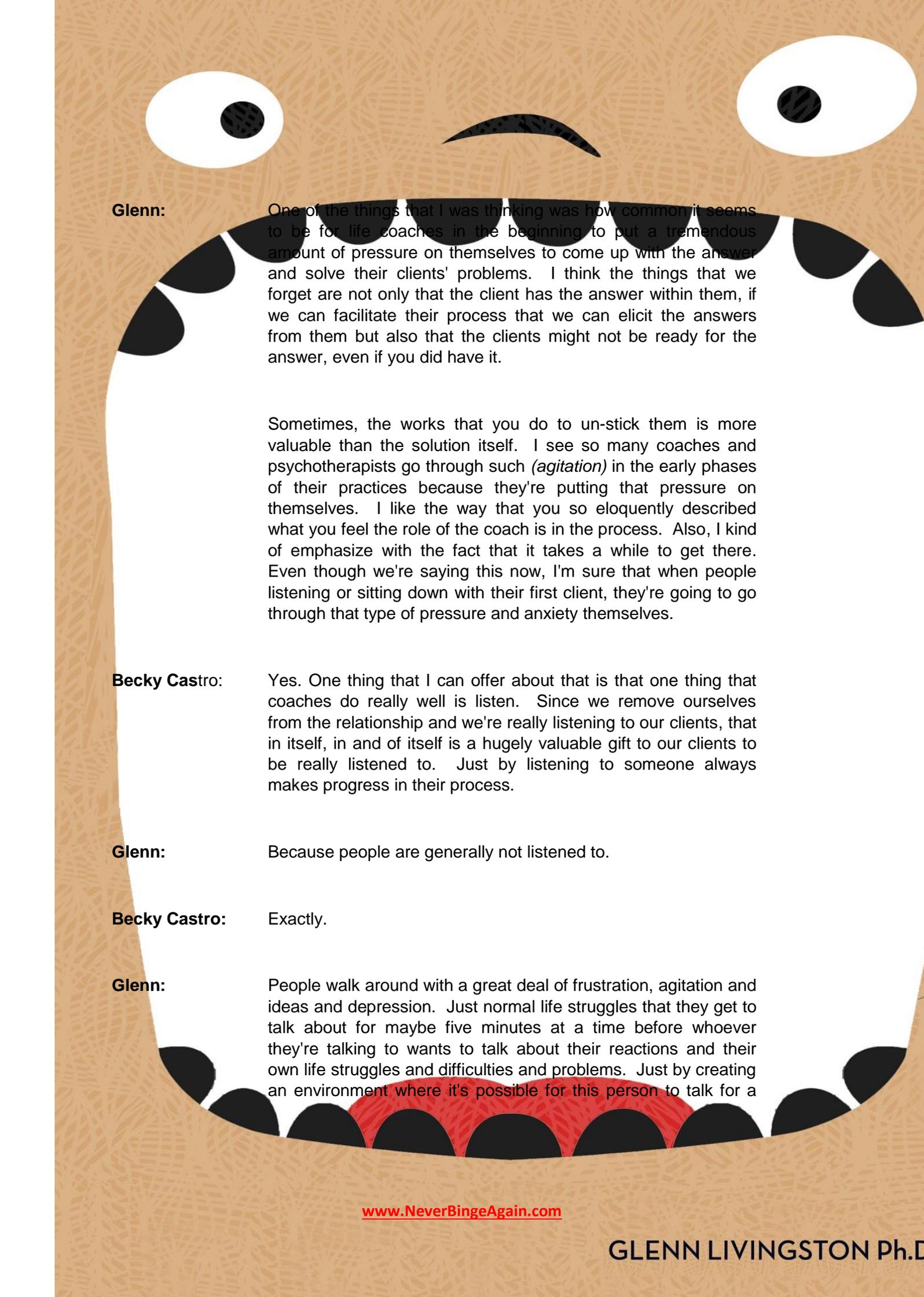
Glenn: That's part of how you knew that it was the right training for you too, right?

Becky Castro: Right. Absolutely.

Glenn: Do you remember what it felt like about five minutes before you were going to see your first client?

Becky Castro: My first client, so maybe my first paying client. I was pretty nervous. I'm trying to remember who was my very first paying client. I was nervous. I think what happened is at that point, I was still operating from the point of view that I had to figure it out for them even though I knew that they knew their own answer. That's been a gradual process. It takes time to really trust and believe that your client does know the answer and that you really have no idea where you're going in the coaching.

All of the techniques that were used, it's not formulated. I never know where I'm going to end up at the end of the session. I'm really partnering and creating with my clients in that moment. What is it that they need? I partner with them and we always come up with the next step for them.



Glenn:

One of the things that I was thinking was how common it seems to be for life coaches in the beginning to put a tremendous amount of pressure on themselves to come up with the answer and solve their clients' problems. I think the things that we forget are not only that the client has the answer within them, if we can facilitate their process that we can elicit the answers from them but also that the clients might not be ready for the answer, even if you did have it.

Sometimes, the works that you do to un-stick them is more valuable than the solution itself. I see so many coaches and psychotherapists go through such (*agitation*) in the early phases of their practices because they're putting that pressure on themselves. I like the way that you so eloquently described what you feel the role of the coach is in the process. Also, I kind of emphasize with the fact that it takes a while to get there. Even though we're saying this now, I'm sure that when people listening or sitting down with their first client, they're going to go through that type of pressure and anxiety themselves.

Becky Castro:

Yes. One thing that I can offer about that is that one thing that coaches do really well is listen. Since we remove ourselves from the relationship and we're really listening to our clients, that in itself, in and of itself is a hugely valuable gift to our clients to be really listened to. Just by listening to someone always makes progress in their process.

Glenn:

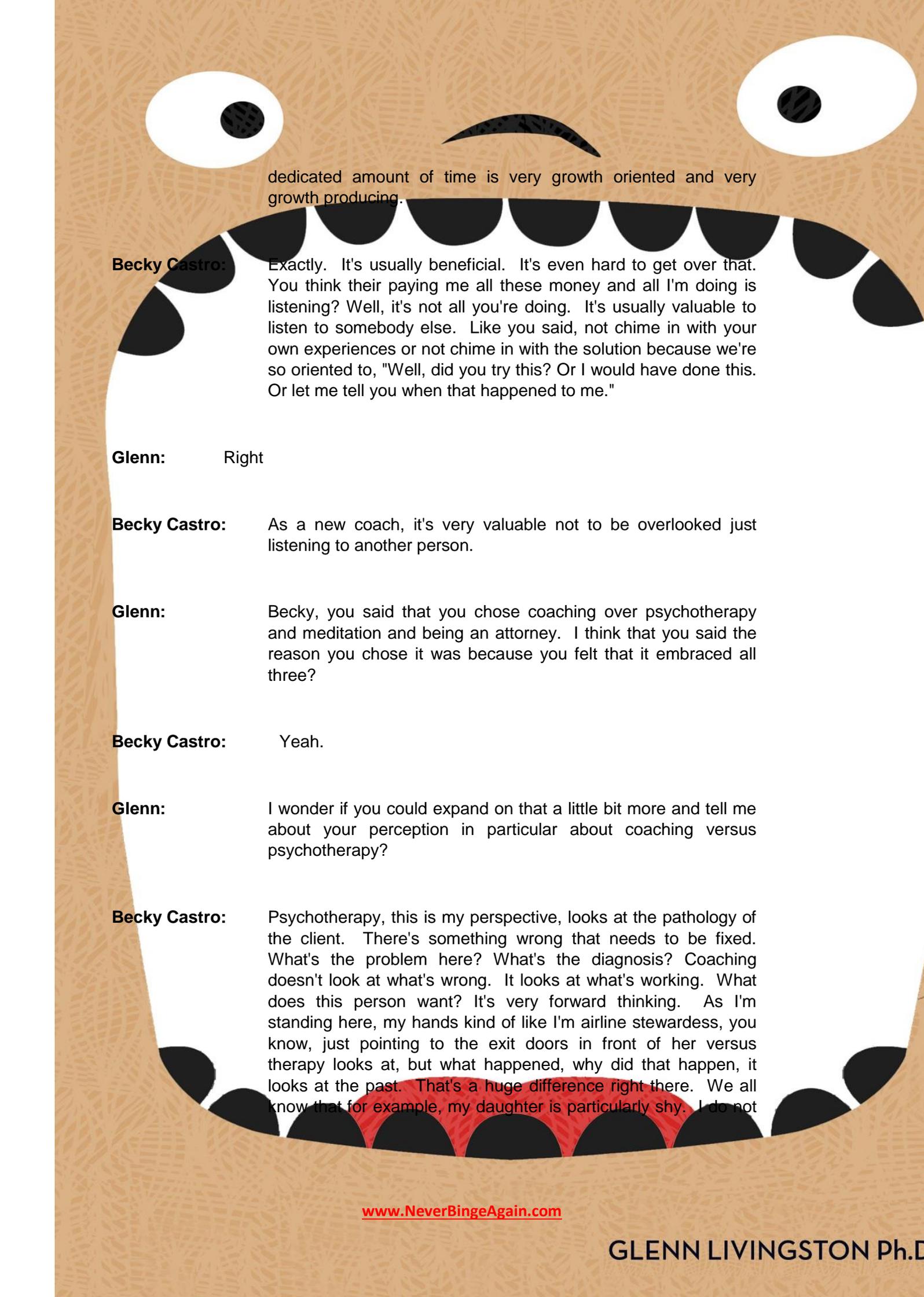
Because people are generally not listened to.

Becky Castro:

Exactly.

Glenn:

People walk around with a great deal of frustration, agitation and ideas and depression. Just normal life struggles that they get to talk about for maybe five minutes at a time before whoever they're talking to wants to talk about their reactions and their own life struggles and difficulties and problems. Just by creating an environment where it's possible for this person to talk for a



dedicated amount of time is very growth oriented and very growth producing.

Becky Castro: Exactly. It's usually beneficial. It's even hard to get over that. You think their paying me all these money and all I'm doing is listening? Well, it's not all you're doing. It's usually valuable to listen to somebody else. Like you said, not chime in with your own experiences or not chime in with the solution because we're so oriented to, "Well, did you try this? Or I would have done this. Or let me tell you when that happened to me."

Glenn: Right

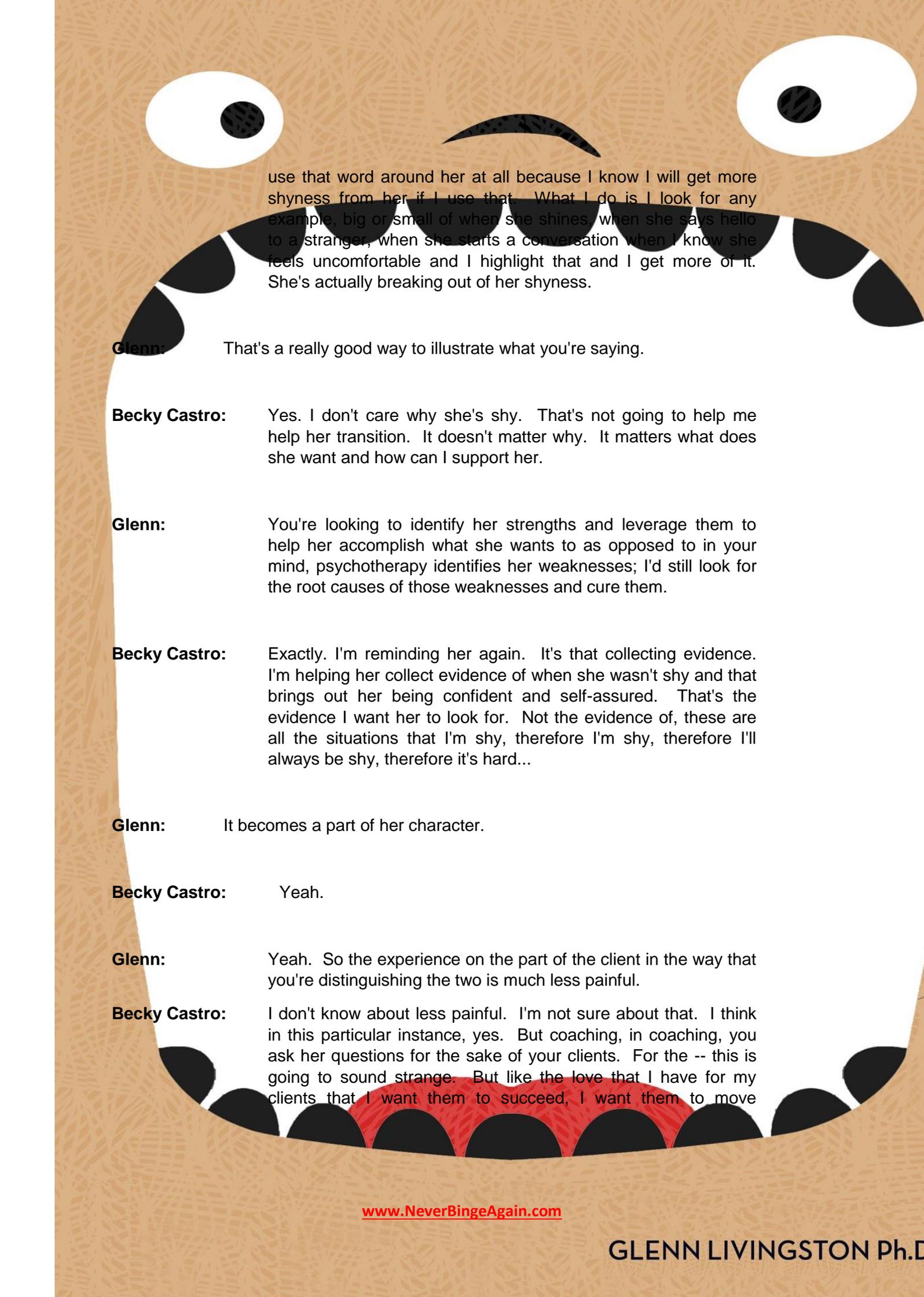
Becky Castro: As a new coach, it's very valuable not to be overlooked just listening to another person.

Glenn: Becky, you said that you chose coaching over psychotherapy and meditation and being an attorney. I think that you said the reason you chose it was because you felt that it embraced all three?

Becky Castro: Yeah.

Glenn: I wonder if you could expand on that a little bit more and tell me about your perception in particular about coaching versus psychotherapy?

Becky Castro: Psychotherapy, this is my perspective, looks at the pathology of the client. There's something wrong that needs to be fixed. What's the problem here? What's the diagnosis? Coaching doesn't look at what's wrong. It looks at what's working. What does this person want? It's very forward thinking. As I'm standing here, my hands kind of like I'm airline stewardess, you know, just pointing to the exit doors in front of her versus therapy looks at, but what happened, why did that happen, it looks at the past. That's a huge difference right there. We all know that for example, my daughter is particularly shy. I do not



use that word around her at all because I know I will get more shyness from her if I use that. What I do is I look for any example, big or small of when she shines, when she says hello to a stranger, when she starts a conversation when I know she feels uncomfortable and I highlight that and I get more of it. She's actually breaking out of her shyness.

Glenn: That's a really good way to illustrate what you're saying.

Becky Castro: Yes. I don't care why she's shy. That's not going to help me help her transition. It doesn't matter why. It matters what does she want and how can I support her.

Glenn: You're looking to identify her strengths and leverage them to help her accomplish what she wants to as opposed to in your mind, psychotherapy identifies her weaknesses; I'd still look for the root causes of those weaknesses and cure them.

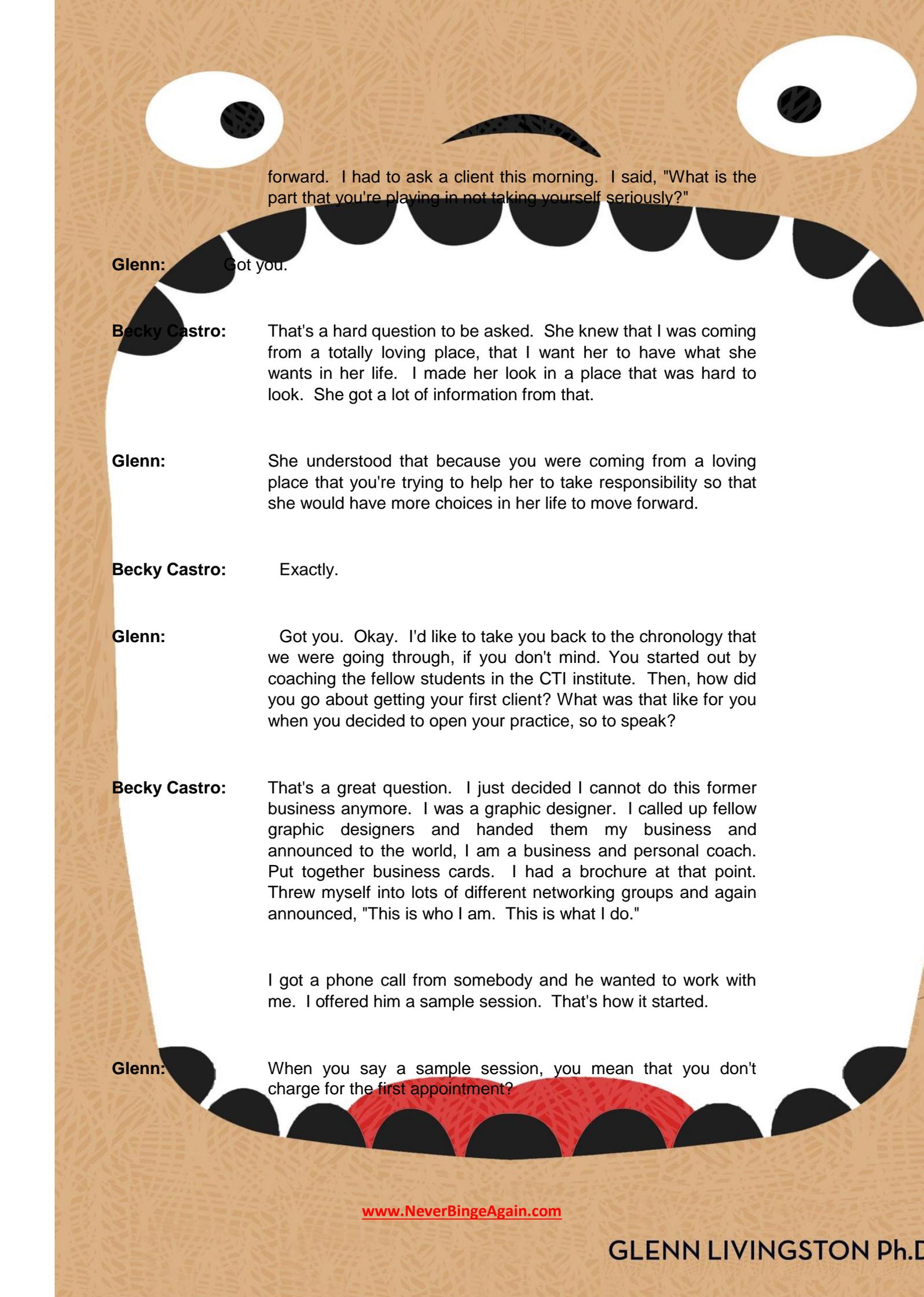
Becky Castro: Exactly. I'm reminding her again. It's that collecting evidence. I'm helping her collect evidence of when she wasn't shy and that brings out her being confident and self-assured. That's the evidence I want her to look for. Not the evidence of, these are all the situations that I'm shy, therefore I'm shy, therefore I'll always be shy, therefore it's hard...

Glenn: It becomes a part of her character.

Becky Castro: Yeah.

Glenn: Yeah. So the experience on the part of the client in the way that you're distinguishing the two is much less painful.

Becky Castro: I don't know about less painful. I'm not sure about that. I think in this particular instance, yes. But coaching, in coaching, you ask her questions for the sake of your clients. For the -- this is going to sound strange. But like the love that I have for my clients that I want them to succeed, I want them to move



forward. I had to ask a client this morning. I said, "What is the part that you're playing in not taking yourself seriously?"

Glenn: Got you.

Becky Castro: That's a hard question to be asked. She knew that I was coming from a totally loving place, that I want her to have what she wants in her life. I made her look in a place that was hard to look. She got a lot of information from that.

Glenn: She understood that because you were coming from a loving place that you're trying to help her to take responsibility so that she would have more choices in her life to move forward.

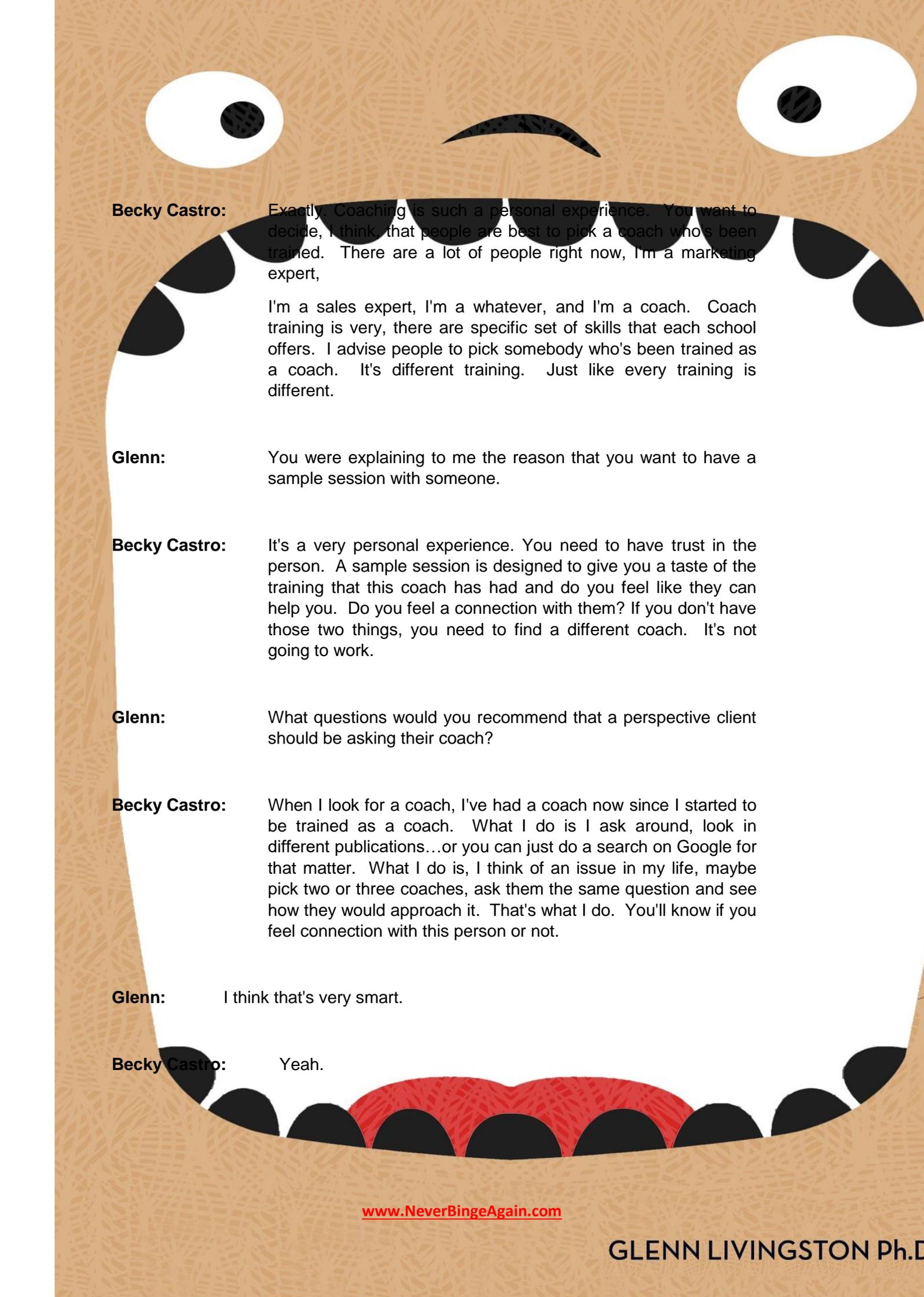
Becky Castro: Exactly.

Glenn: Got you. Okay. I'd like to take you back to the chronology that we were going through, if you don't mind. You started out by coaching the fellow students in the CTI institute. Then, how did you go about getting your first client? What was that like for you when you decided to open your practice, so to speak?

Becky Castro: That's a great question. I just decided I cannot do this former business anymore. I was a graphic designer. I called up fellow graphic designers and handed them my business and announced to the world, I am a business and personal coach. Put together business cards. I had a brochure at that point. Threw myself into lots of different networking groups and again announced, "This is who I am. This is what I do."

I got a phone call from somebody and he wanted to work with me. I offered him a sample session. That's how it started.

Glenn: When you say a sample session, you mean that you don't charge for the first appointment?



Becky Castro: Exactly. Coaching is such a personal experience. You want to decide, I think, that people are best to pick a coach who's been trained. There are a lot of people right now, I'm a marketing expert,

I'm a sales expert, I'm a whatever, and I'm a coach. Coach training is very, there are specific set of skills that each school offers. I advise people to pick somebody who's been trained as a coach. It's different training. Just like every training is different.

Glenn: You were explaining to me the reason that you want to have a sample session with someone.

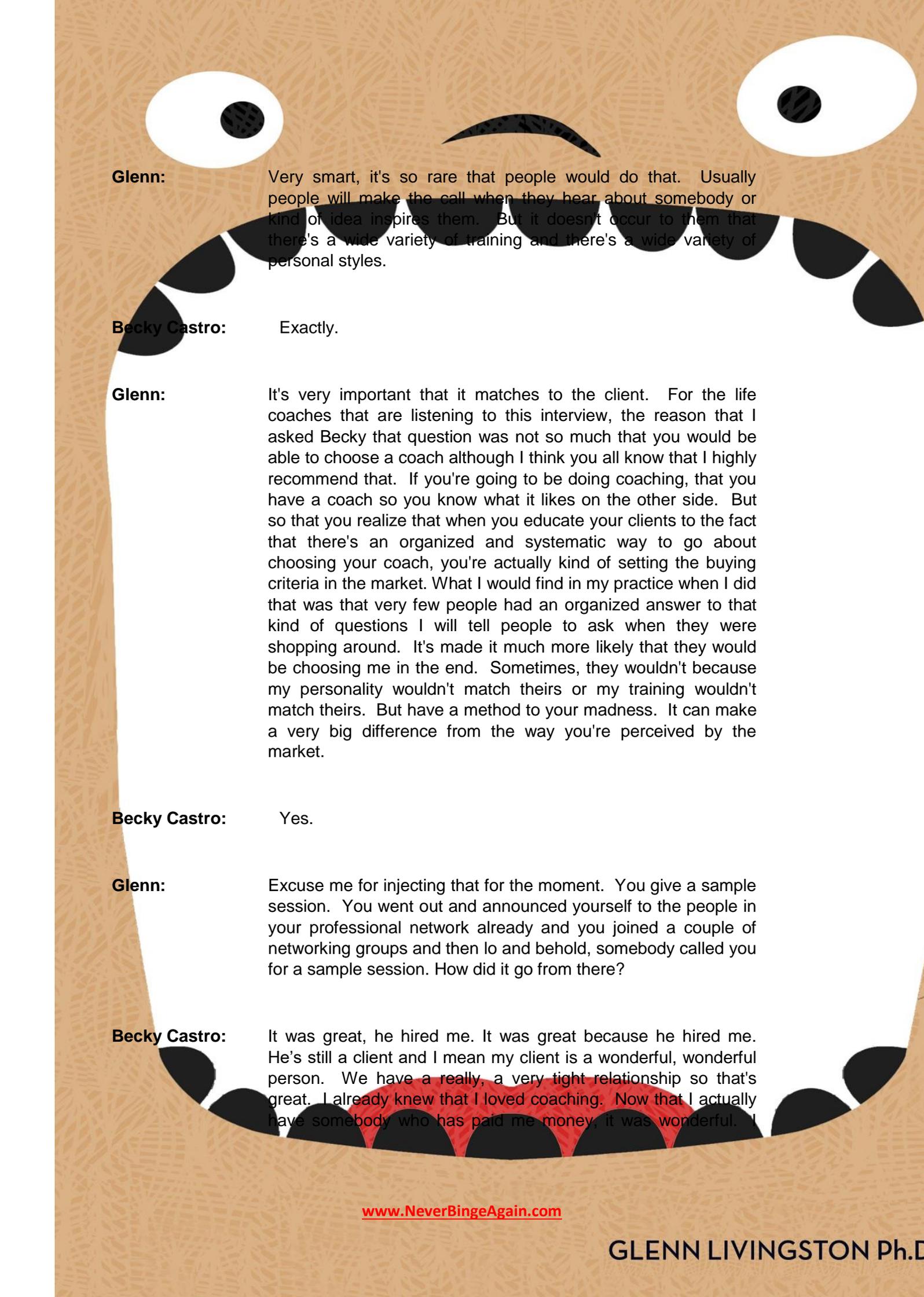
Becky Castro: It's a very personal experience. You need to have trust in the person. A sample session is designed to give you a taste of the training that this coach has had and do you feel like they can help you. Do you feel a connection with them? If you don't have those two things, you need to find a different coach. It's not going to work.

Glenn: What questions would you recommend that a perspective client should be asking their coach?

Becky Castro: When I look for a coach, I've had a coach now since I started to be trained as a coach. What I do is I ask around, look in different publications...or you can just do a search on Google for that matter. What I do is, I think of an issue in my life, maybe pick two or three coaches, ask them the same question and see how they would approach it. That's what I do. You'll know if you feel connection with this person or not.

Glenn: I think that's very smart.

Becky Castro: Yeah.



Glenn: Very smart, it's so rare that people would do that. Usually people will make the call when they hear about somebody or kind of idea inspires them. But it doesn't occur to them that there's a wide variety of training and there's a wide variety of personal styles.

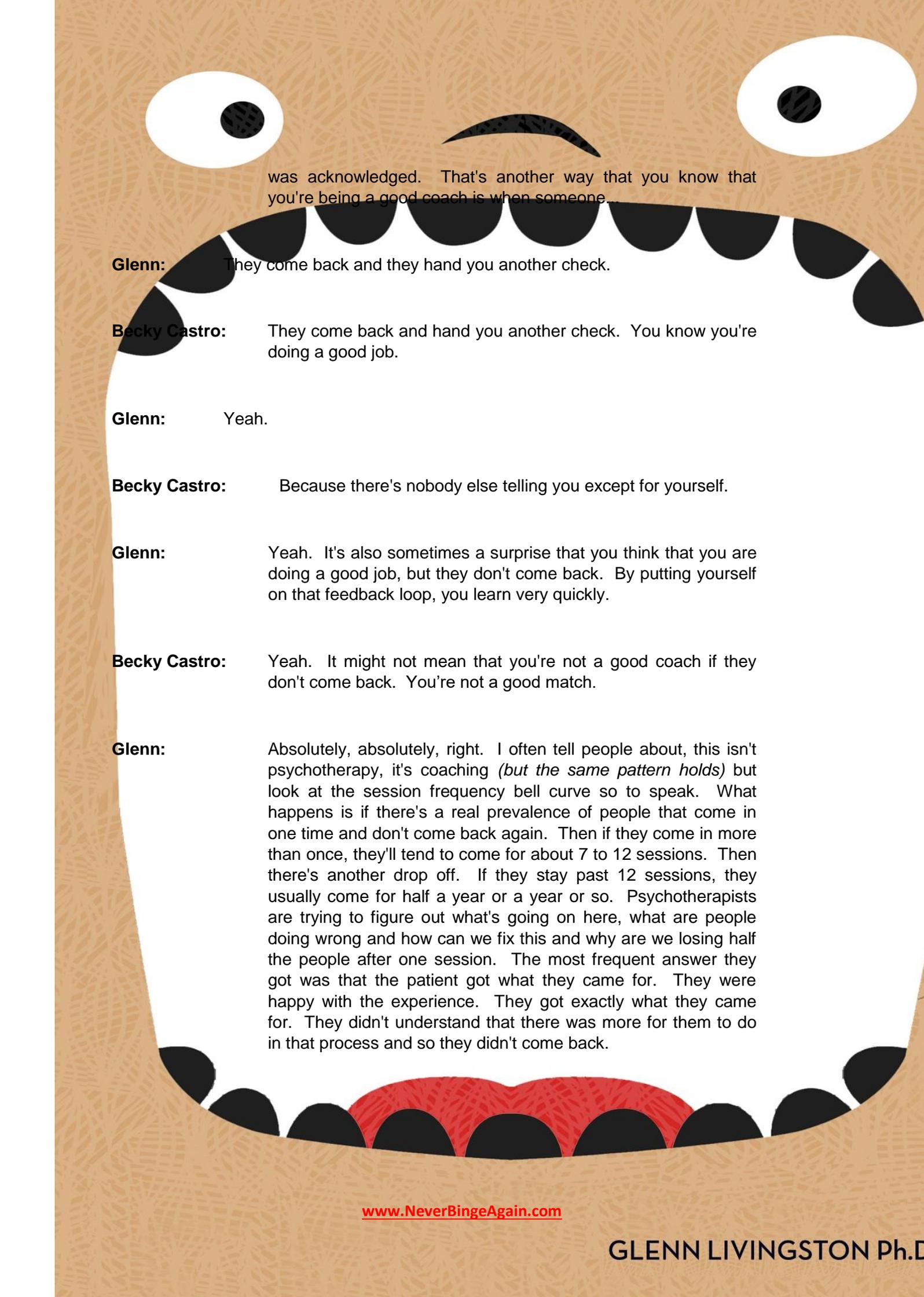
Becky Castro: Exactly.

Glenn: It's very important that it matches to the client. For the life coaches that are listening to this interview, the reason that I asked Becky that question was not so much that you would be able to choose a coach although I think you all know that I highly recommend that. If you're going to be doing coaching, that you have a coach so you know what it likes on the other side. But so that you realize that when you educate your clients to the fact that there's an organized and systematic way to go about choosing your coach, you're actually kind of setting the buying criteria in the market. What I would find in my practice when I did that was that very few people had an organized answer to that kind of questions I will tell people to ask when they were shopping around. It's made it much more likely that they would be choosing me in the end. Sometimes, they wouldn't because my personality wouldn't match theirs or my training wouldn't match theirs. But have a method to your madness. It can make a very big difference from the way you're perceived by the market.

Becky Castro: Yes.

Glenn: Excuse me for injecting that for the moment. You give a sample session. You went out and announced yourself to the people in your professional network already and you joined a couple of networking groups and then lo and behold, somebody called you for a sample session. How did it go from there?

Becky Castro: It was great, he hired me. It was great because he hired me. He's still a client and I mean my client is a wonderful, wonderful person. We have a really, a very tight relationship so that's great. I already knew that I loved coaching. Now that I actually have somebody who has paid me money, it was wonderful. I



was acknowledged. That's another way that you know that you're being a good coach is when someone

Glenn: They come back and they hand you another check.

Becky Castro: They come back and hand you another check. You know you're doing a good job.

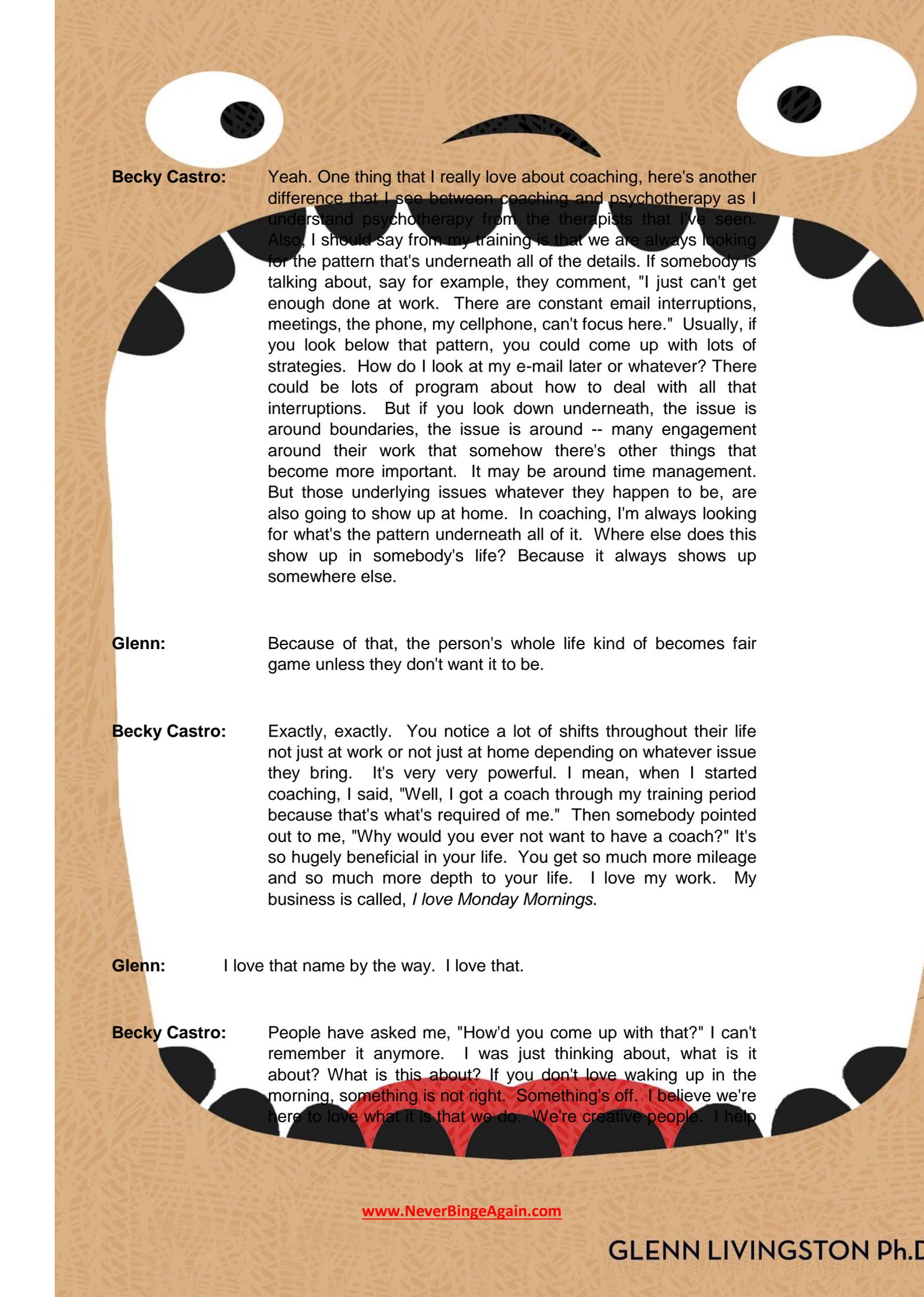
Glenn: Yeah.

Becky Castro: Because there's nobody else telling you except for yourself.

Glenn: Yeah. It's also sometimes a surprise that you think that you are doing a good job, but they don't come back. By putting yourself on that feedback loop, you learn very quickly.

Becky Castro: Yeah. It might not mean that you're not a good coach if they don't come back. You're not a good match.

Glenn: Absolutely, absolutely, right. I often tell people about, this isn't psychotherapy, it's coaching (*but the same pattern holds*) but look at the session frequency bell curve so to speak. What happens is if there's a real prevalence of people that come in one time and don't come back again. Then if they come in more than once, they'll tend to come for about 7 to 12 sessions. Then there's another drop off. If they stay past 12 sessions, they usually come for half a year or a year or so. Psychotherapists are trying to figure out what's going on here, what are people doing wrong and how can we fix this and why are we losing half the people after one session. The most frequent answer they got was that the patient got what they came for. They were happy with the experience. They got exactly what they came for. They didn't understand that there was more for them to do in that process and so they didn't come back.



Becky Castro:

Yeah. One thing that I really love about coaching, here's another difference that I see between coaching and psychotherapy as I understand psychotherapy from the therapists that I've seen. Also, I should say from my training is that we are always looking for the pattern that's underneath all of the details. If somebody is talking about, say for example, they comment, "I just can't get enough done at work. There are constant email interruptions, meetings, the phone, my cellphone, can't focus here." Usually, if you look below that pattern, you could come up with lots of strategies. How do I look at my e-mail later or whatever? There could be lots of program about how to deal with all that interruptions. But if you look down underneath, the issue is around boundaries, the issue is around -- many engagement around their work that somehow there's other things that become more important. It may be around time management. But those underlying issues whatever they happen to be, are also going to show up at home. In coaching, I'm always looking for what's the pattern underneath all of it. Where else does this show up in somebody's life? Because it always shows up somewhere else.

Glenn:

Because of that, the person's whole life kind of becomes fair game unless they don't want it to be.

Becky Castro:

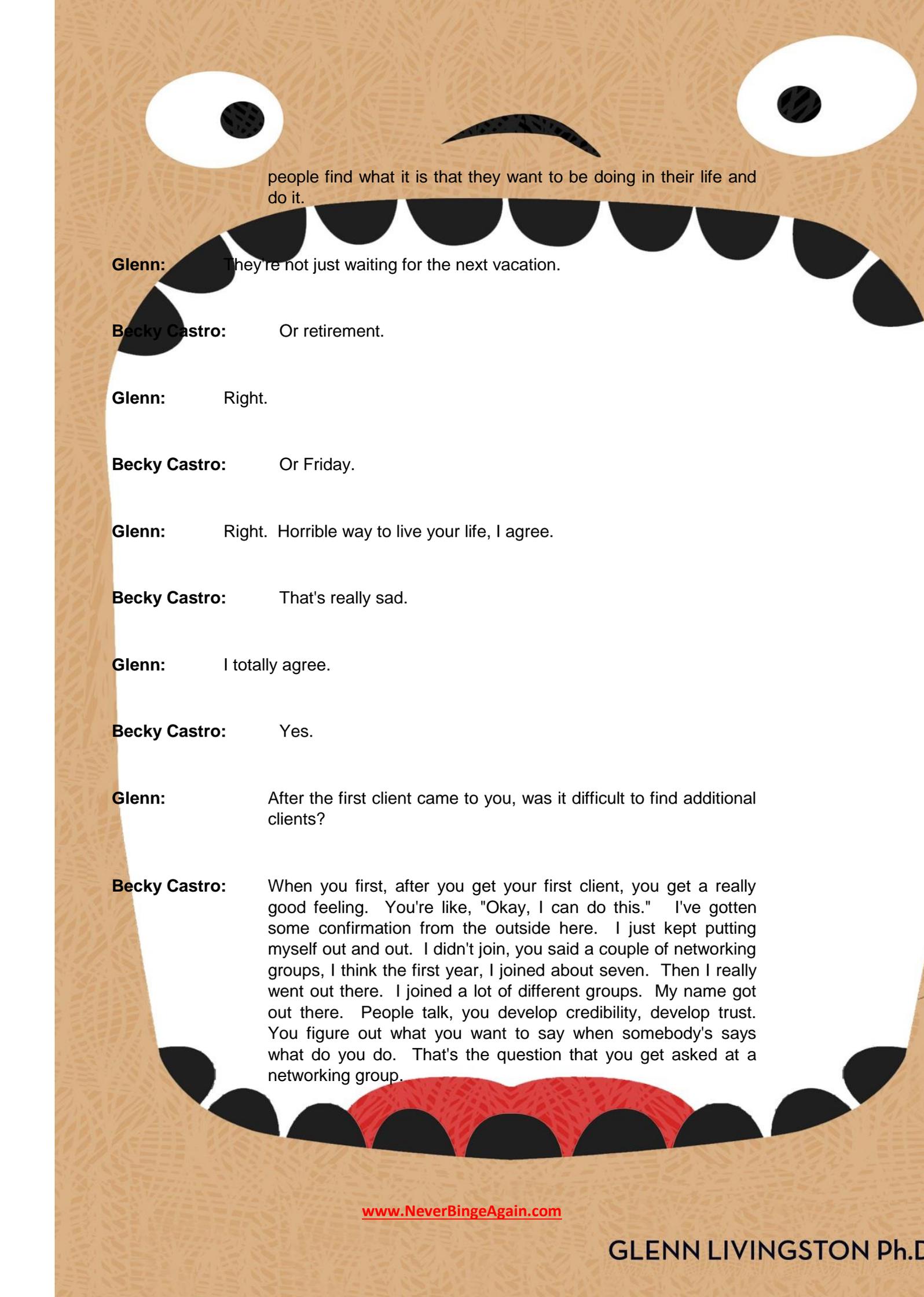
Exactly, exactly. You notice a lot of shifts throughout their life not just at work or not just at home depending on whatever issue they bring. It's very very powerful. I mean, when I started coaching, I said, "Well, I got a coach through my training period because that's what's required of me." Then somebody pointed out to me, "Why would you ever not want to have a coach?" It's so hugely beneficial in your life. You get so much more mileage and so much more depth to your life. I love my work. My business is called, *I love Monday Mornings*.

Glenn:

I love that name by the way. I love that.

Becky Castro:

People have asked me, "How'd you come up with that?" I can't remember it anymore. I was just thinking about, what is it about? What is this about? If you don't love waking up in the morning, something is not right. Something's off. I believe we're here to love what it is that we do. We're creative people. I help



people find what it is that they want to be doing in their life and do it.

Glenn: They're not just waiting for the next vacation.

Becky Castro: Or retirement.

Glenn: Right.

Becky Castro: Or Friday.

Glenn: Right. Horrible way to live your life, I agree.

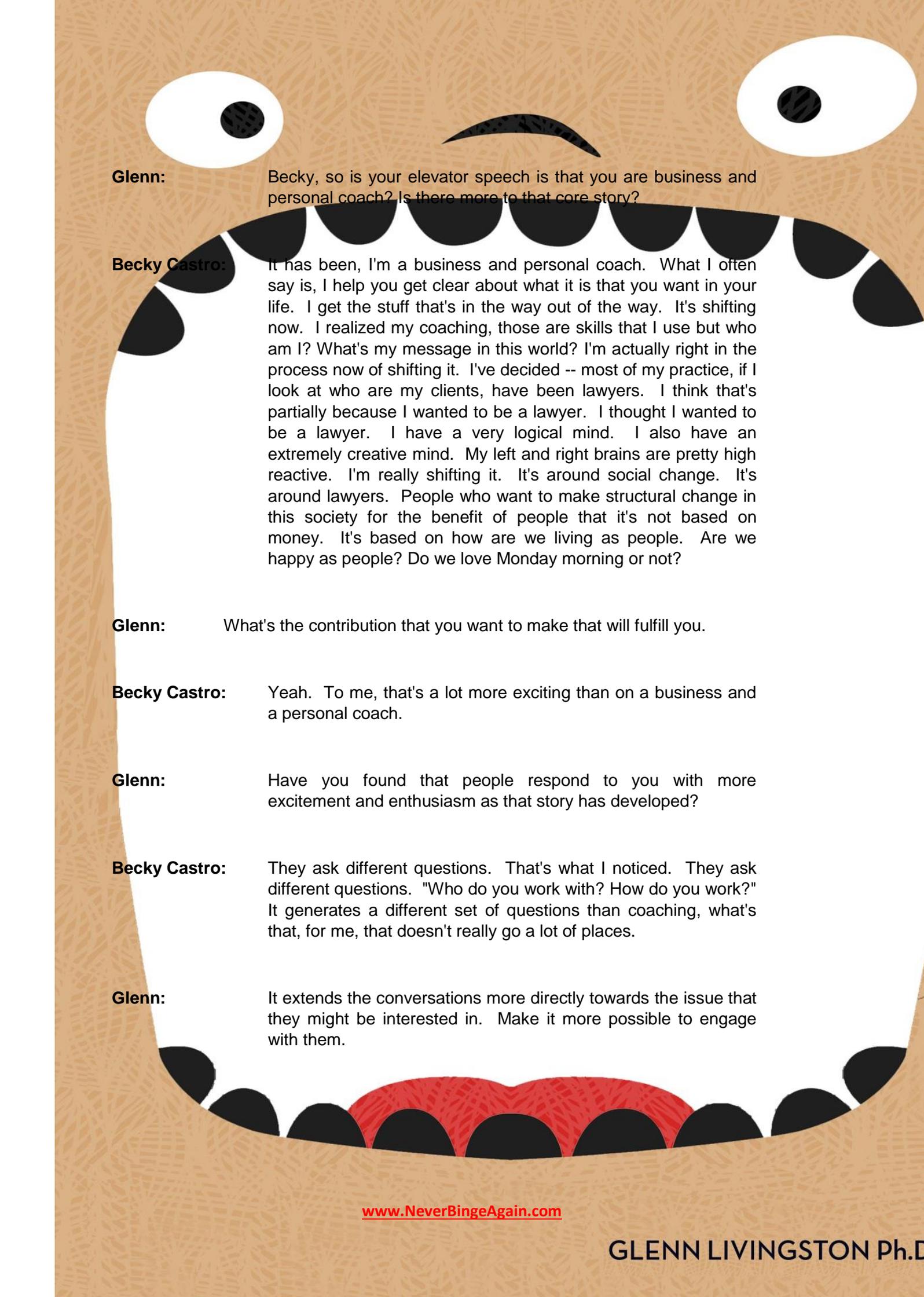
Becky Castro: That's really sad.

Glenn: I totally agree.

Becky Castro: Yes.

Glenn: After the first client came to you, was it difficult to find additional clients?

Becky Castro: When you first, after you get your first client, you get a really good feeling. You're like, "Okay, I can do this." I've gotten some confirmation from the outside here. I just kept putting myself out and out. I didn't join, you said a couple of networking groups, I think the first year, I joined about seven. Then I really went out there. I joined a lot of different groups. My name got out there. People talk, you develop credibility, develop trust. You figure out what you want to say when somebody's says what you do. That's the question that you get asked at a networking group.



Glenn: Becky, so is your elevator speech is that you are business and personal coach? Is there more to that core story?

Becky Castro: It has been, I'm a business and personal coach. What I often say is, I help you get clear about what it is that you want in your life. I get the stuff that's in the way out of the way. It's shifting now. I realized my coaching, those are skills that I use but who am I? What's my message in this world? I'm actually right in the process now of shifting it. I've decided -- most of my practice, if I look at who are my clients, have been lawyers. I think that's partially because I wanted to be a lawyer. I thought I wanted to be a lawyer. I have a very logical mind. I also have an extremely creative mind. My left and right brains are pretty high reactive. I'm really shifting it. It's around social change. It's around lawyers. People who want to make structural change in this society for the benefit of people that it's not based on money. It's based on how are we living as people. Are we happy as people? Do we love Monday morning or not?

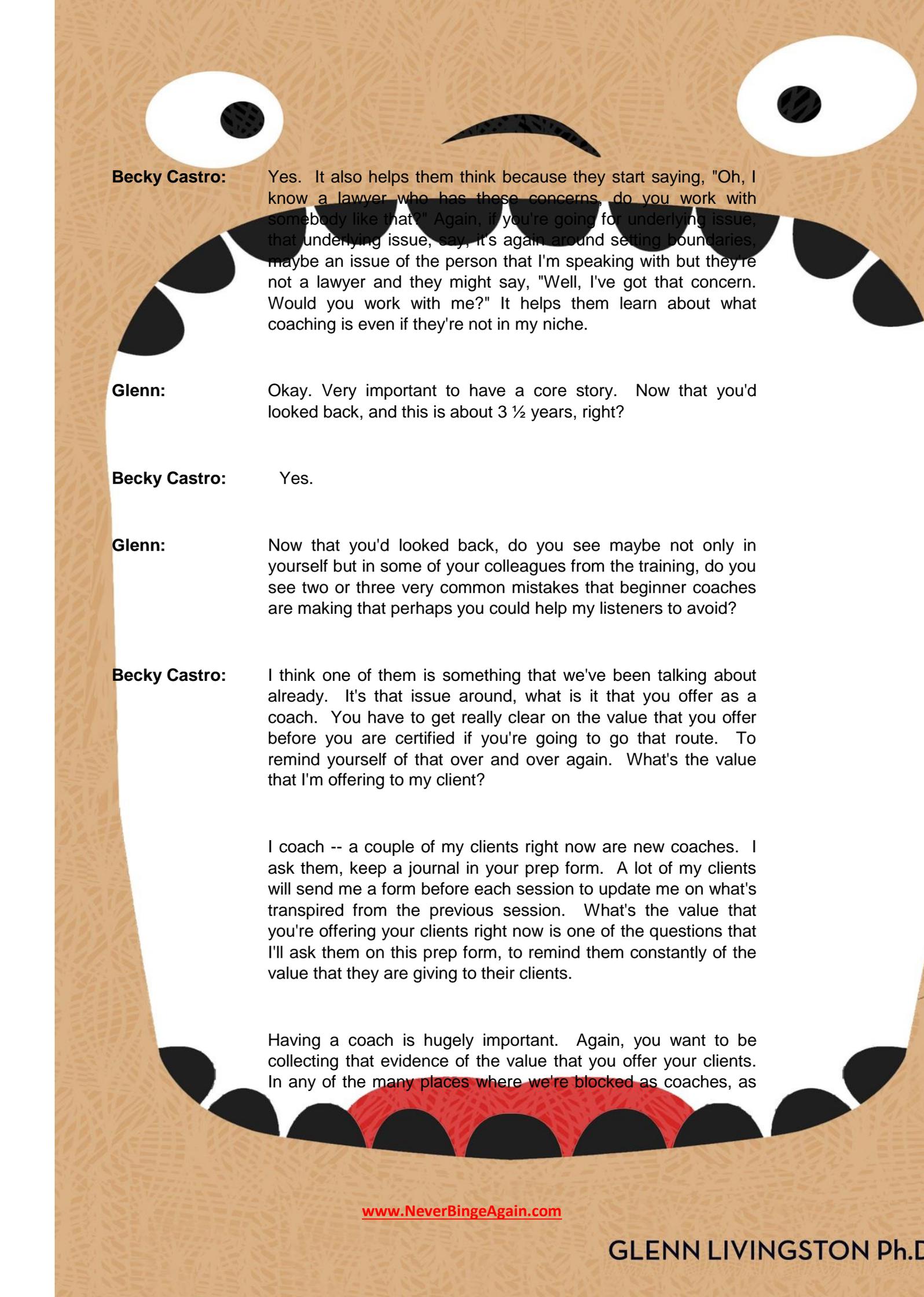
Glenn: What's the contribution that you want to make that will fulfill you.

Becky Castro: Yeah. To me, that's a lot more exciting than on a business and a personal coach.

Glenn: Have you found that people respond to you with more excitement and enthusiasm as that story has developed?

Becky Castro: They ask different questions. That's what I noticed. They ask different questions. "Who do you work with? How do you work?" It generates a different set of questions than coaching, what's that, for me, that doesn't really go a lot of places.

Glenn: It extends the conversations more directly towards the issue that they might be interested in. Make it more possible to engage with them.



Becky Castro: Yes. It also helps them think because they start saying, "Oh, I know a lawyer who has these concerns, do you work with somebody like that?" Again, if you're going for underlying issue, that underlying issue, say, it's again around setting boundaries, maybe an issue of the person that I'm speaking with but they're not a lawyer and they might say, "Well, I've got that concern. Would you work with me?" It helps them learn about what coaching is even if they're not in my niche.

Glenn: Okay. Very important to have a core story. Now that you'd looked back, and this is about 3 ½ years, right?

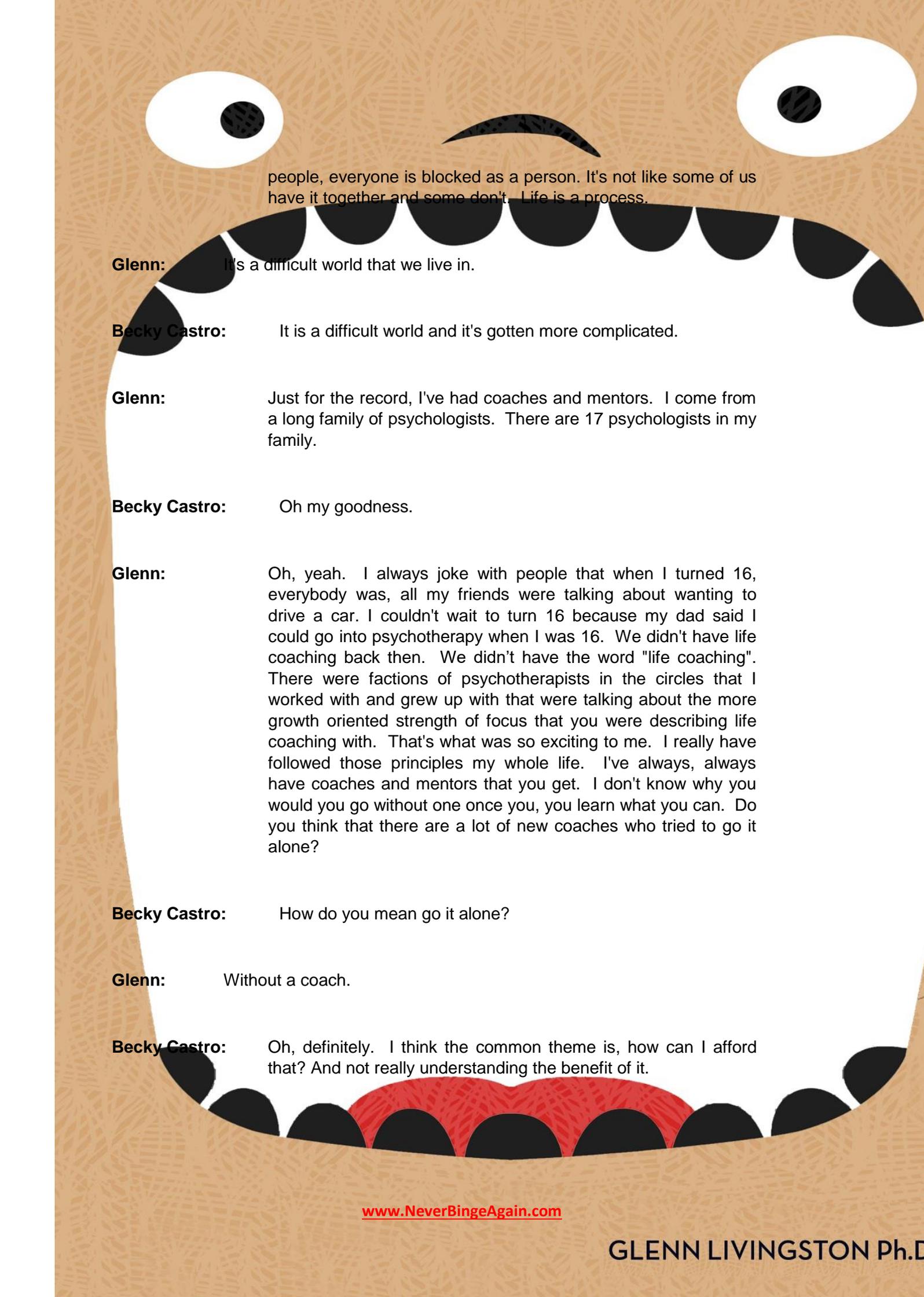
Becky Castro: Yes.

Glenn: Now that you'd looked back, do you see maybe not only in yourself but in some of your colleagues from the training, do you see two or three very common mistakes that beginner coaches are making that perhaps you could help my listeners to avoid?

Becky Castro: I think one of them is something that we've been talking about already. It's that issue around, what is it that you offer as a coach. You have to get really clear on the value that you offer before you are certified if you're going to go that route. To remind yourself of that over and over again. What's the value that I'm offering to my client?

I coach -- a couple of my clients right now are new coaches. I ask them, keep a journal in your prep form. A lot of my clients will send me a form before each session to update me on what's transpired from the previous session. What's the value that you're offering your clients right now is one of the questions that I'll ask them on this prep form, to remind them constantly of the value that they are giving to their clients.

Having a coach is hugely important. Again, you want to be collecting that evidence of the value that you offer your clients. In any of the many places where we're blocked as coaches, as



people, everyone is blocked as a person. It's not like some of us have it together and some don't. Life is a process.

Glenn: It's a difficult world that we live in.

Becky Castro: It is a difficult world and it's gotten more complicated.

Glenn: Just for the record, I've had coaches and mentors. I come from a long family of psychologists. There are 17 psychologists in my family.

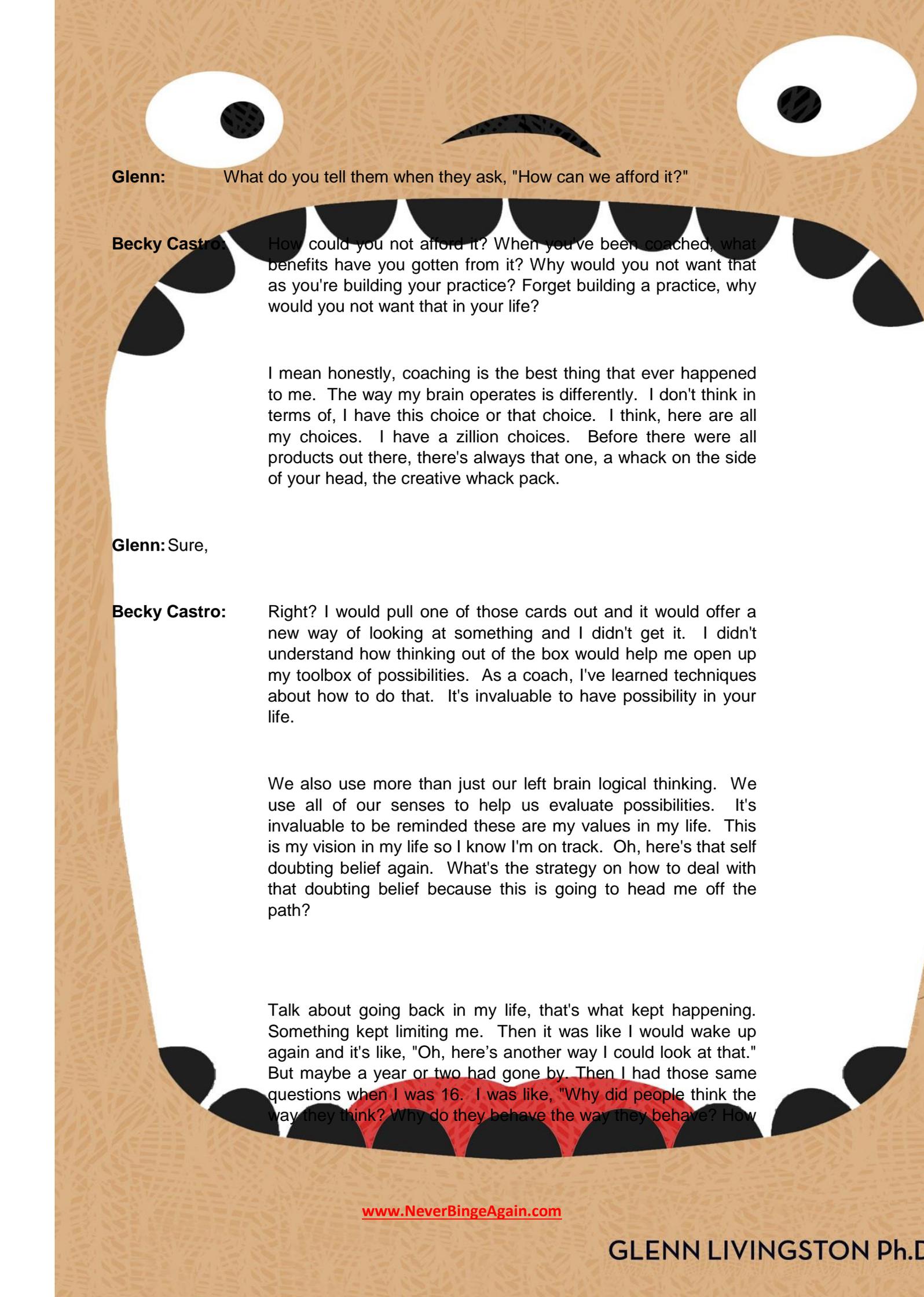
Becky Castro: Oh my goodness.

Glenn: Oh, yeah. I always joke with people that when I turned 16, everybody was, all my friends were talking about wanting to drive a car. I couldn't wait to turn 16 because my dad said I could go into psychotherapy when I was 16. We didn't have life coaching back then. We didn't have the word "life coaching". There were factions of psychotherapists in the circles that I worked with and grew up with that were talking about the more growth oriented strength of focus that you were describing life coaching with. That's what was so exciting to me. I really have followed those principles my whole life. I've always, always have coaches and mentors that you get. I don't know why you would you go without one once you, you learn what you can. Do you think that there are a lot of new coaches who tried to go it alone?

Becky Castro: How do you mean go it alone?

Glenn: Without a coach.

Becky Castro: Oh, definitely. I think the common theme is, how can I afford that? And not really understanding the benefit of it.



Glenn: What do you tell them when they ask, "How can we afford it?"

Becky Castro: How could you not afford it? When you've been coached, what benefits have you gotten from it? Why would you not want that as you're building your practice? Forget building a practice, why would you not want that in your life?

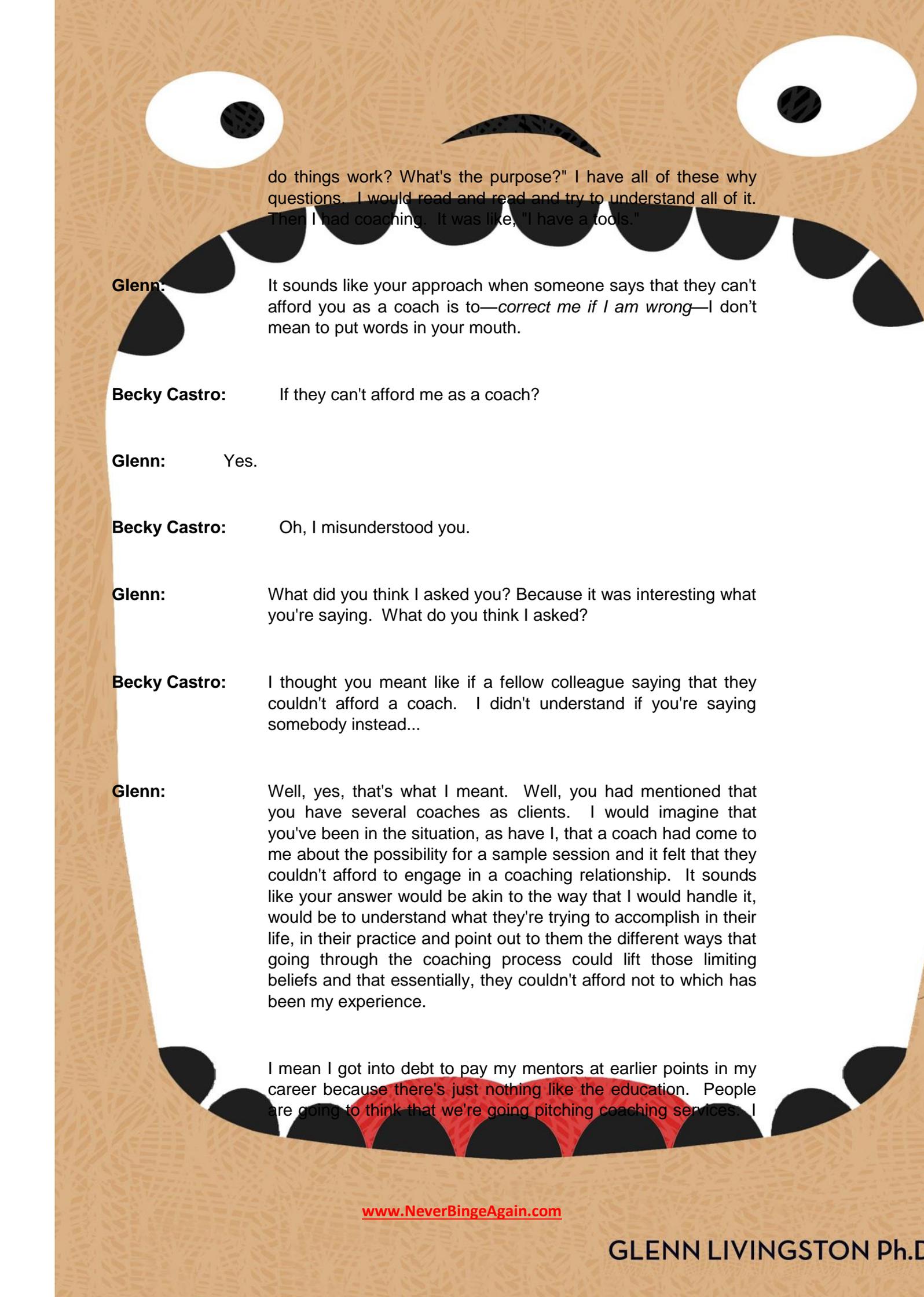
I mean honestly, coaching is the best thing that ever happened to me. The way my brain operates is differently. I don't think in terms of, I have this choice or that choice. I think, here are all my choices. I have a zillion choices. Before there were all products out there, there's always that one, a whack on the side of your head, the creative whack pack.

Glenn: Sure,

Becky Castro: Right? I would pull one of those cards out and it would offer a new way of looking at something and I didn't get it. I didn't understand how thinking out of the box would help me open up my toolbox of possibilities. As a coach, I've learned techniques about how to do that. It's invaluable to have possibility in your life.

We also use more than just our left brain logical thinking. We use all of our senses to help us evaluate possibilities. It's invaluable to be reminded these are my values in my life. This is my vision in my life so I know I'm on track. Oh, here's that self doubting belief again. What's the strategy on how to deal with that doubting belief because this is going to head me off the path?

Talk about going back in my life, that's what kept happening. Something kept limiting me. Then it was like I would wake up again and it's like, "Oh, here's another way I could look at that." But maybe a year or two had gone by. Then I had those same questions when I was 16. I was like, "Why did people think the way they think? Why do they behave the way they behave? How



do things work? What's the purpose?" I have all of these why questions. I would read and read and try to understand all of it. Then I had coaching. It was like, "I have a tool."

Glenn: It sounds like your approach when someone says that they can't afford you as a coach is to—*correct me if I am wrong*—I don't mean to put words in your mouth.

Becky Castro: If they can't afford me as a coach?

Glenn: Yes.

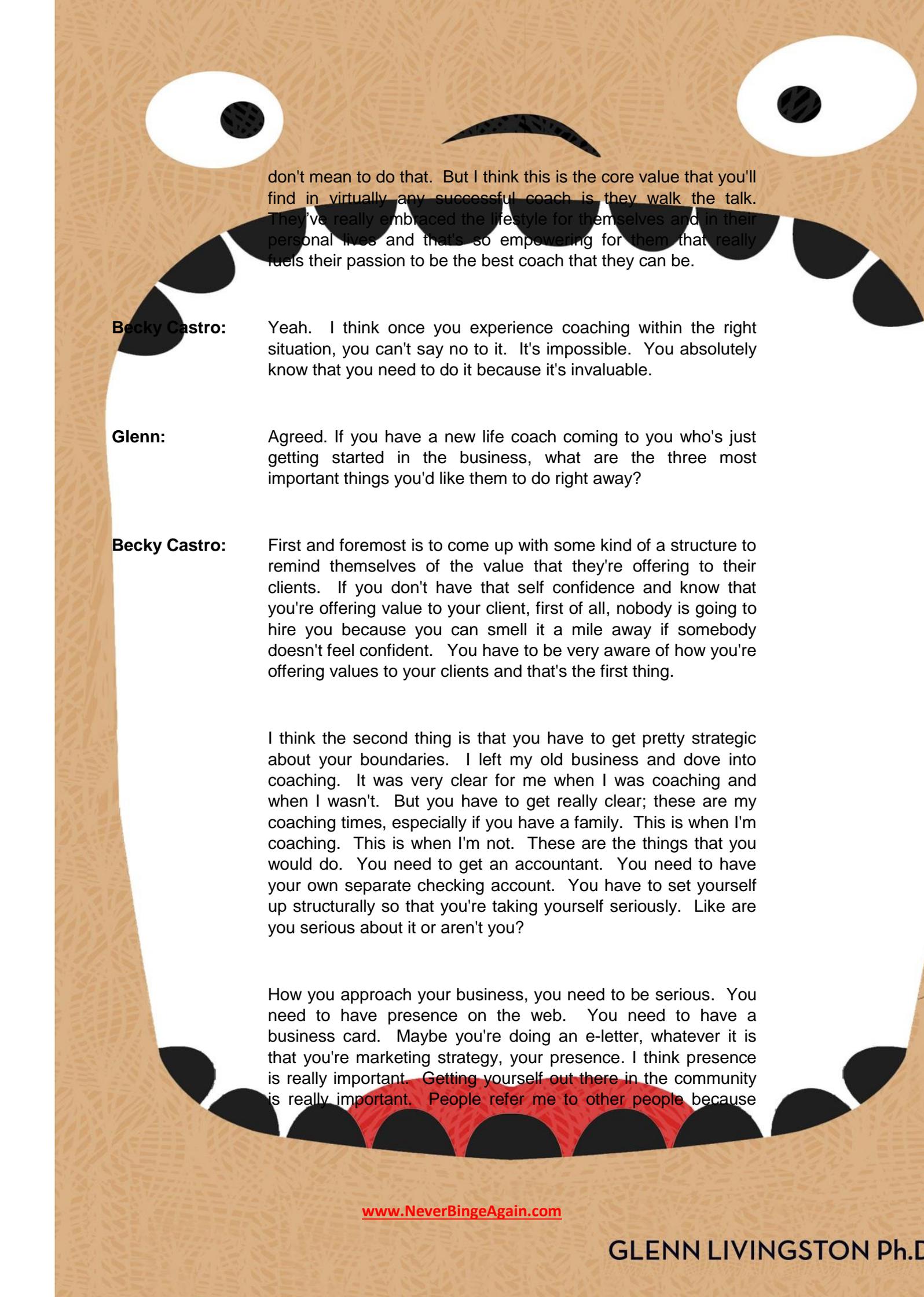
Becky Castro: Oh, I misunderstood you.

Glenn: What did you think I asked you? Because it was interesting what you're saying. What do you think I asked?

Becky Castro: I thought you meant like if a fellow colleague saying that they couldn't afford a coach. I didn't understand if you're saying somebody instead...

Glenn: Well, yes, that's what I meant. Well, you had mentioned that you have several coaches as clients. I would imagine that you've been in the situation, as have I, that a coach had come to me about the possibility for a sample session and it felt that they couldn't afford to engage in a coaching relationship. It sounds like your answer would be akin to the way that I would handle it, would be to understand what they're trying to accomplish in their life, in their practice and point out to them the different ways that going through the coaching process could lift those limiting beliefs and that essentially, they couldn't afford not to which has been my experience.

I mean I got into debt to pay my mentors at earlier points in my career because there's just nothing like the education. People are going to think that we're going pitching coaching services. I



don't mean to do that. But I think this is the core value that you'll find in virtually any successful coach is they walk the talk. They've really embraced the lifestyle for themselves and in their personal lives and that's so empowering for them that really fuels their passion to be the best coach that they can be.

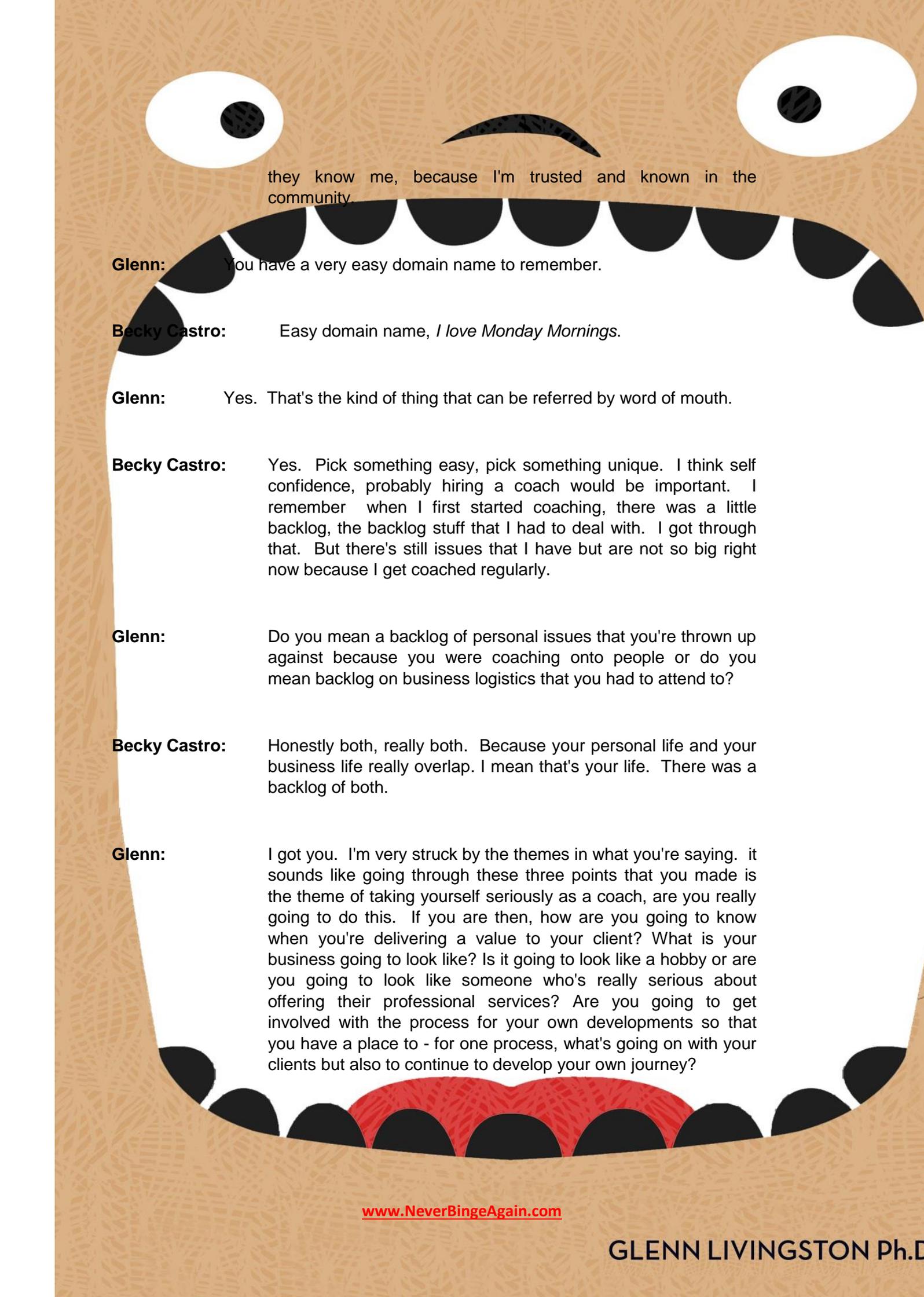
Becky Castro: Yeah. I think once you experience coaching within the right situation, you can't say no to it. It's impossible. You absolutely know that you need to do it because it's invaluable.

Glenn: Agreed. If you have a new life coach coming to you who's just getting started in the business, what are the three most important things you'd like them to do right away?

Becky Castro: First and foremost is to come up with some kind of a structure to remind themselves of the value that they're offering to their clients. If you don't have that self confidence and know that you're offering value to your client, first of all, nobody is going to hire you because you can smell it a mile away if somebody doesn't feel confident. You have to be very aware of how you're offering values to your clients and that's the first thing.

I think the second thing is that you have to get pretty strategic about your boundaries. I left my old business and dove into coaching. It was very clear for me when I was coaching and when I wasn't. But you have to get really clear; these are my coaching times, especially if you have a family. This is when I'm coaching. This is when I'm not. These are the things that you would do. You need to get an accountant. You need to have your own separate checking account. You have to set yourself up structurally so that you're taking yourself seriously. Like are you serious about it or aren't you?

How you approach your business, you need to be serious. You need to have presence on the web. You need to have a business card. Maybe you're doing an e-letter, whatever it is that you're marketing strategy, your presence. I think presence is really important. Getting yourself out there in the community is really important. People refer me to other people because



they know me, because I'm trusted and known in the community.

Glenn: You have a very easy domain name to remember.

Becky Castro: Easy domain name, *I love Monday Mornings*.

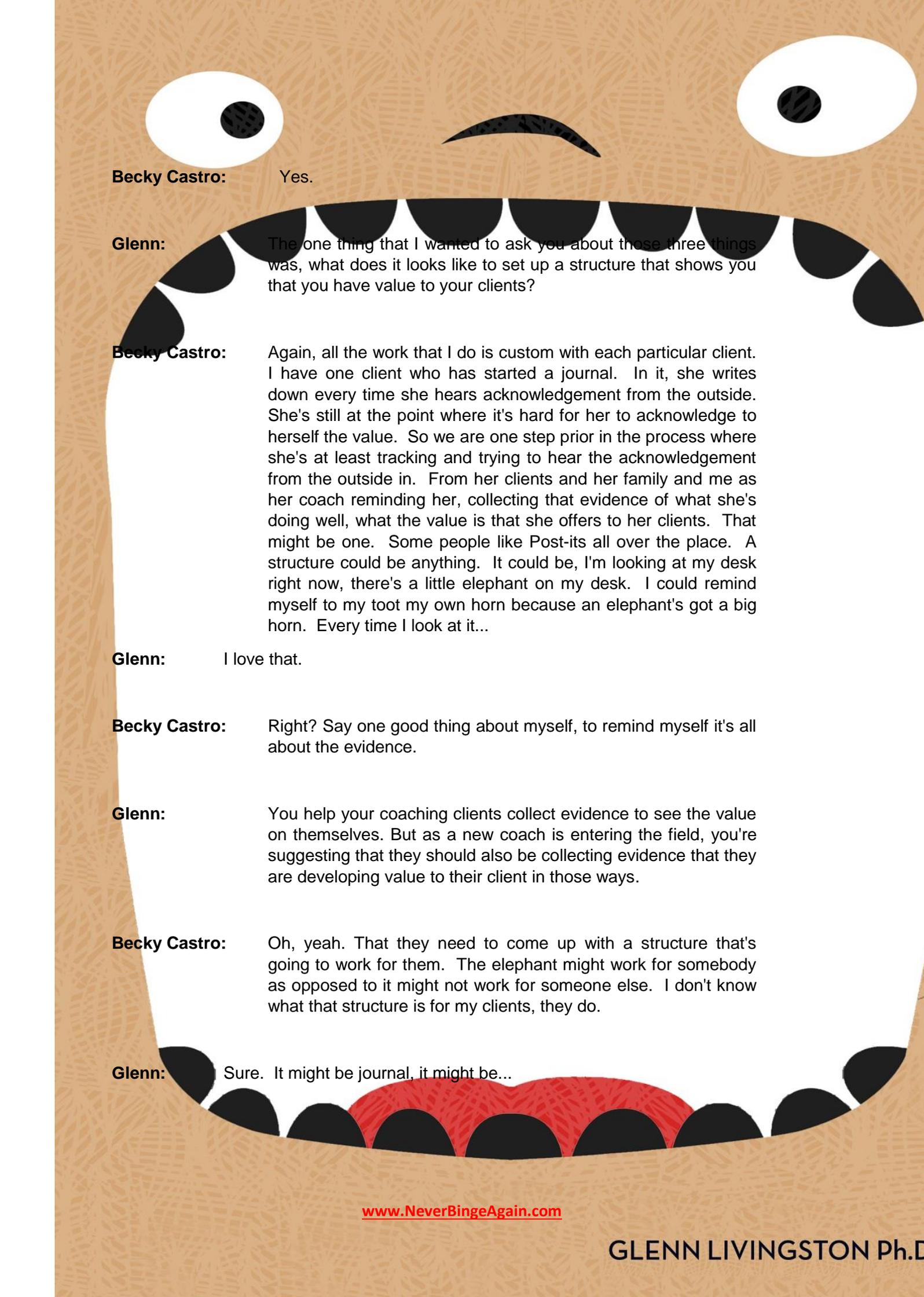
Glenn: Yes. That's the kind of thing that can be referred by word of mouth.

Becky Castro: Yes. Pick something easy, pick something unique. I think self confidence, probably hiring a coach would be important. I remember when I first started coaching, there was a little backlog, the backlog stuff that I had to deal with. I got through that. But there's still issues that I have but are not so big right now because I get coached regularly.

Glenn: Do you mean a backlog of personal issues that you're thrown up against because you were coaching onto people or do you mean backlog on business logistics that you had to attend to?

Becky Castro: Honestly both, really both. Because your personal life and your business life really overlap. I mean that's your life. There was a backlog of both.

Glenn: I got you. I'm very struck by the themes in what you're saying. it sounds like going through these three points that you made is the theme of taking yourself seriously as a coach, are you really going to do this. If you are then, how are you going to know when you're delivering a value to your client? What is your business going to look like? Is it going to look like a hobby or are you going to look like someone who's really serious about offering their professional services? Are you going to get involved with the process for your own developments so that you have a place to - for one process, what's going on with your clients but also to continue to develop your own journey?



Becky Castro: Yes.

Glenn: The one thing that I wanted to ask you about those three things was, what does it look like to set up a structure that shows you that you have value to your clients?

Becky Castro: Again, all the work that I do is custom with each particular client. I have one client who has started a journal. In it, she writes down every time she hears acknowledgement from the outside. She's still at the point where it's hard for her to acknowledge to herself the value. So we are one step prior in the process where she's at least tracking and trying to hear the acknowledgement from the outside in. From her clients and her family and me as her coach reminding her, collecting that evidence of what she's doing well, what the value is that she offers to her clients. That might be one. Some people like Post-its all over the place. A structure could be anything. It could be, I'm looking at my desk right now, there's a little elephant on my desk. I could remind myself to my toot my own horn because an elephant's got a big horn. Every time I look at it...

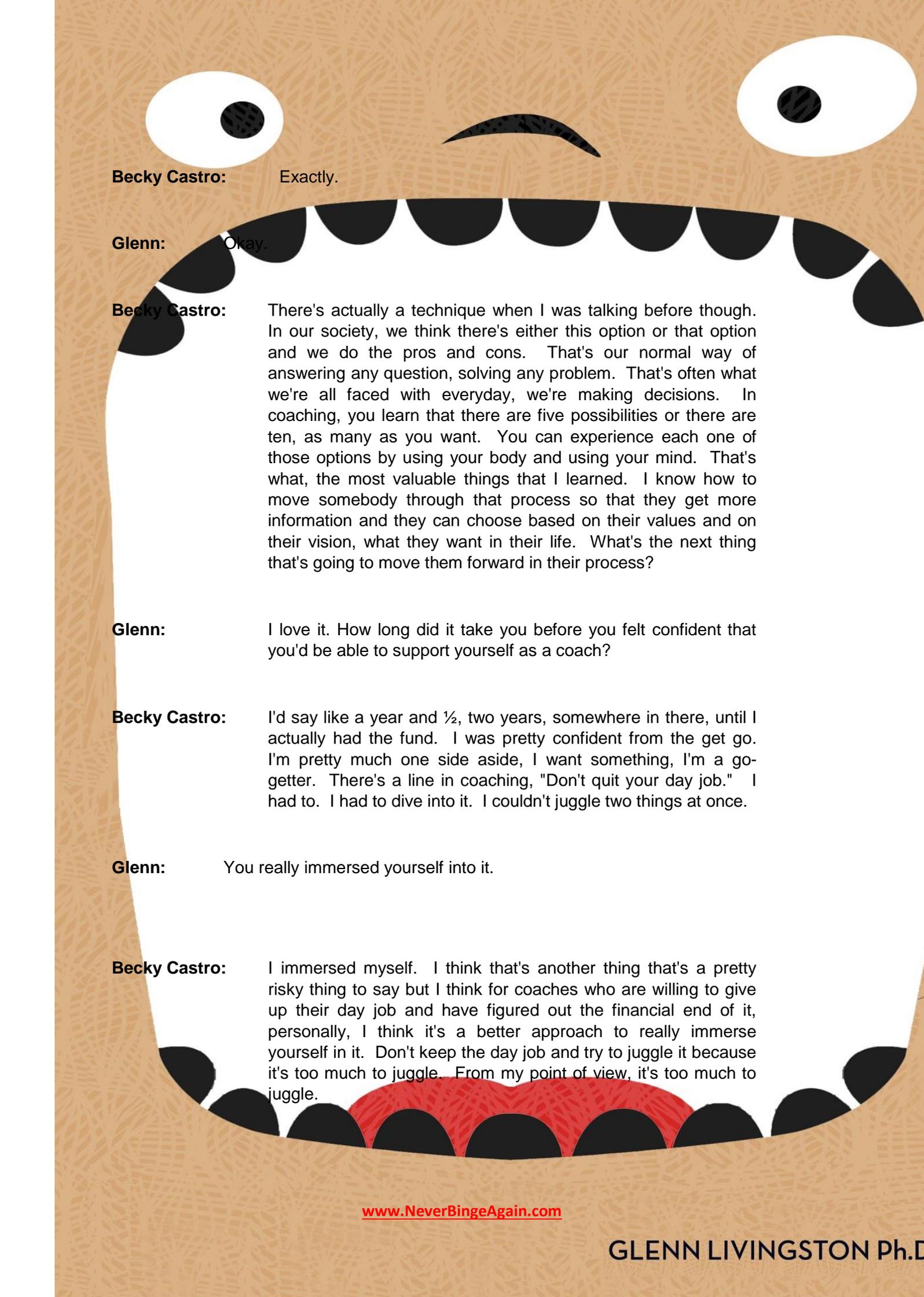
Glenn: I love that.

Becky Castro: Right? Say one good thing about myself, to remind myself it's all about the evidence.

Glenn: You help your coaching clients collect evidence to see the value on themselves. But as a new coach is entering the field, you're suggesting that they should also be collecting evidence that they are developing value to their client in those ways.

Becky Castro: Oh, yeah. That they need to come up with a structure that's going to work for them. The elephant might work for somebody as opposed to it might not work for someone else. I don't know what that structure is for my clients, they do.

Glenn: Sure. It might be journal, it might be...



Becky Castro: Exactly.

Glenn: Okay.

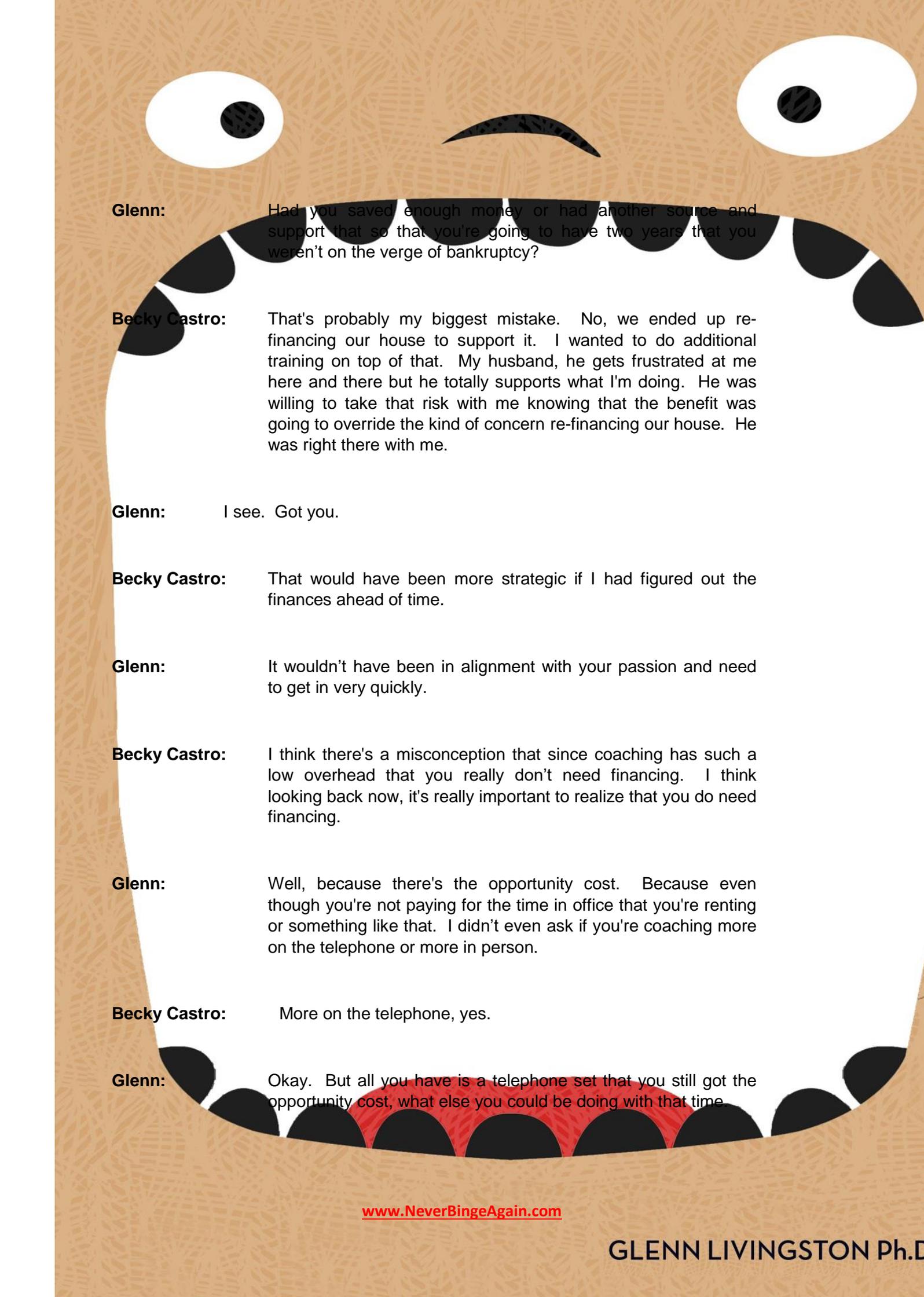
Becky Castro: There's actually a technique when I was talking before though. In our society, we think there's either this option or that option and we do the pros and cons. That's our normal way of answering any question, solving any problem. That's often what we're all faced with everyday, we're making decisions. In coaching, you learn that there are five possibilities or there are ten, as many as you want. You can experience each one of those options by using your body and using your mind. That's what, the most valuable things that I learned. I know how to move somebody through that process so that they get more information and they can choose based on their values and on their vision, what they want in their life. What's the next thing that's going to move them forward in their process?

Glenn: I love it. How long did it take you before you felt confident that you'd be able to support yourself as a coach?

Becky Castro: I'd say like a year and ½, two years, somewhere in there, until I actually had the fund. I was pretty confident from the get go. I'm pretty much one side aside, I want something, I'm a go-getter. There's a line in coaching, "Don't quit your day job." I had to. I had to dive into it. I couldn't juggle two things at once.

Glenn: You really immersed yourself into it.

Becky Castro: I immersed myself. I think that's another thing that's a pretty risky thing to say but I think for coaches who are willing to give up their day job and have figured out the financial end of it, personally, I think it's a better approach to really immerse yourself in it. Don't keep the day job and try to juggle it because it's too much to juggle. From my point of view, it's too much to juggle.



Glenn: Had you saved enough money or had another source and support that so that you're going to have two years that you weren't on the verge of bankruptcy?

Becky Castro: That's probably my biggest mistake. No, we ended up re-financing our house to support it. I wanted to do additional training on top of that. My husband, he gets frustrated at me here and there but he totally supports what I'm doing. He was willing to take that risk with me knowing that the benefit was going to override the kind of concern re-financing our house. He was right there with me.

Glenn: I see. Got you.

Becky Castro: That would have been more strategic if I had figured out the finances ahead of time.

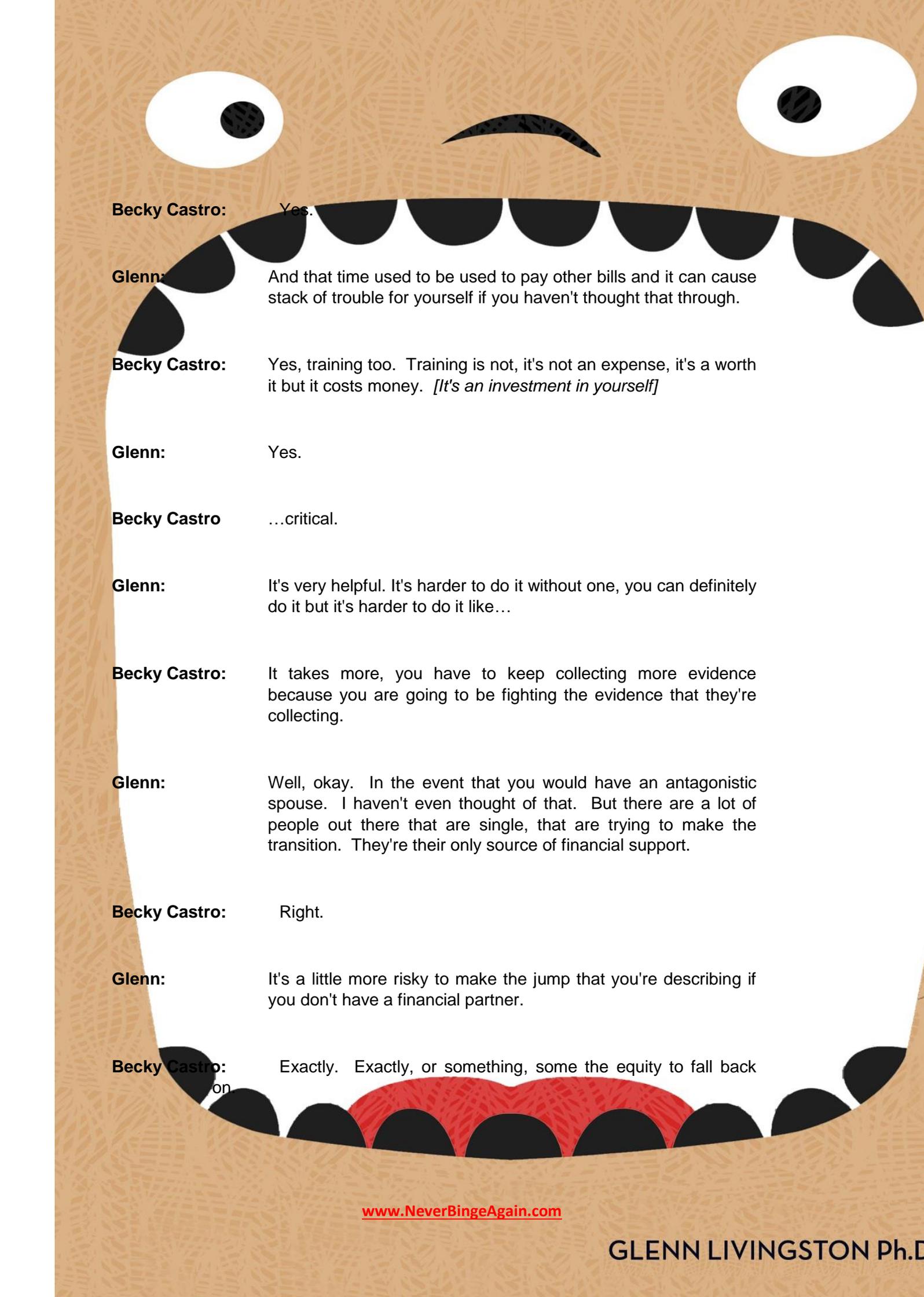
Glenn: It wouldn't have been in alignment with your passion and need to get in very quickly.

Becky Castro: I think there's a misconception that since coaching has such a low overhead that you really don't need financing. I think looking back now, it's really important to realize that you do need financing.

Glenn: Well, because there's the opportunity cost. Because even though you're not paying for the time in office that you're renting or something like that. I didn't even ask if you're coaching more on the telephone or more in person.

Becky Castro: More on the telephone, yes.

Glenn: Okay. But all you have is a telephone set that you still got the opportunity cost, what else you could be doing with that time.



Becky Castro: Yes.

Glenn: And that time used to be used to pay other bills and it can cause stack of trouble for yourself if you haven't thought that through.

Becky Castro: Yes, training too. Training is not, it's not an expense, it's a worth it but it costs money. *[It's an investment in yourself]*

Glenn: Yes.

Becky Castro ...critical.

Glenn: It's very helpful. It's harder to do it without one, you can definitely do it but it's harder to do it like...

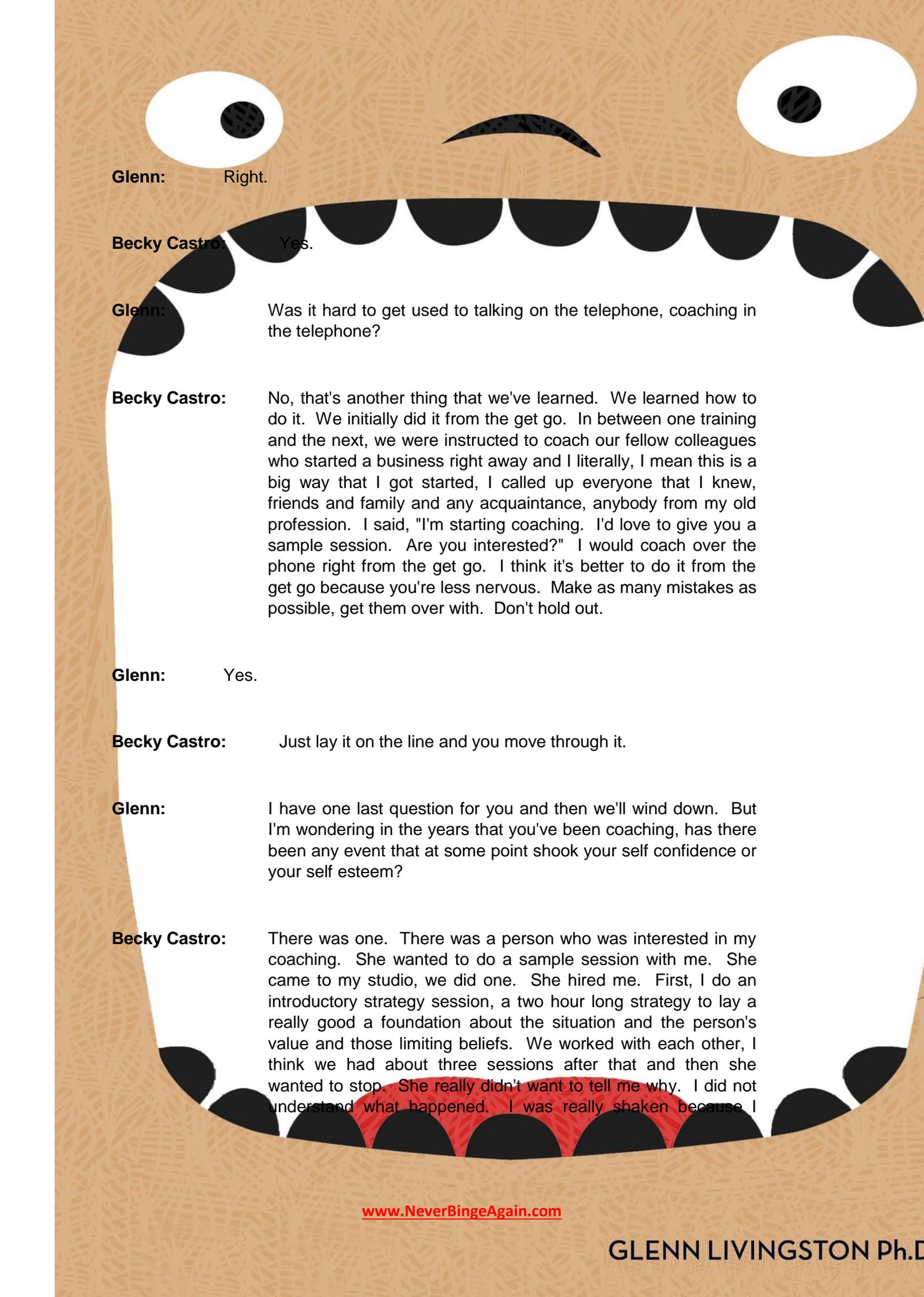
Becky Castro: It takes more, you have to keep collecting more evidence because you are going to be fighting the evidence that they're collecting.

Glenn: Well, okay. In the event that you would have an antagonistic spouse. I haven't even thought of that. But there are a lot of people out there that are single, that are trying to make the transition. They're their only source of financial support.

Becky Castro: Right.

Glenn: It's a little more risky to make the jump that you're describing if you don't have a financial partner.

Becky Castro: Exactly. Exactly, or something, some the equity to fall back on



Glenn: Right.

Becky Castro: Yes.

Glenn: Was it hard to get used to talking on the telephone, coaching in the telephone?

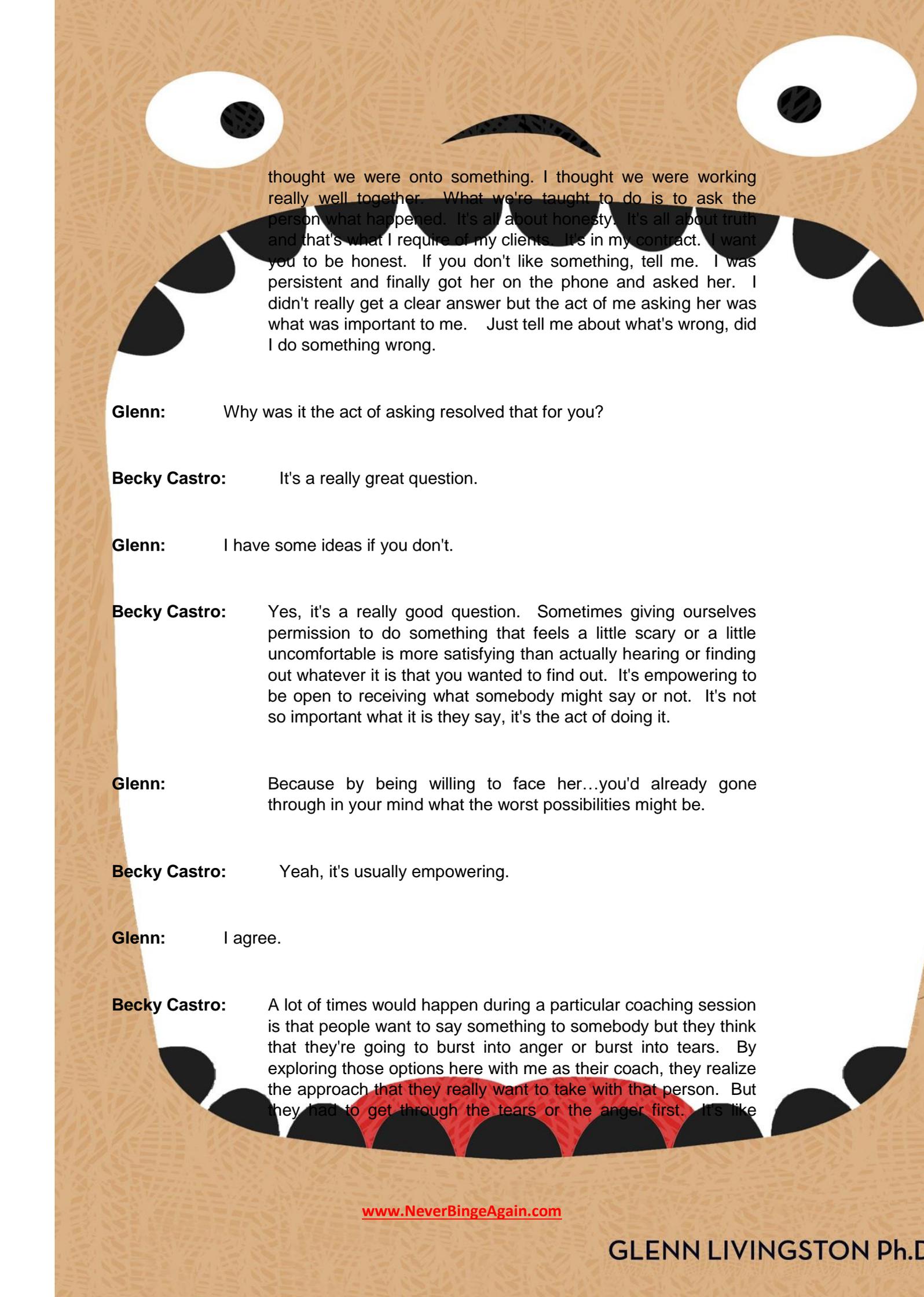
Becky Castro: No, that's another thing that we've learned. We learned how to do it. We initially did it from the get go. In between one training and the next, we were instructed to coach our fellow colleagues who started a business right away and I literally, I mean this is a big way that I got started, I called up everyone that I knew, friends and family and any acquaintance, anybody from my old profession. I said, "I'm starting coaching. I'd love to give you a sample session. Are you interested?" I would coach over the phone right from the get go. I think it's better to do it from the get go because you're less nervous. Make as many mistakes as possible, get them over with. Don't hold out.

Glenn: Yes.

Becky Castro: Just lay it on the line and you move through it.

Glenn: I have one last question for you and then we'll wind down. But I'm wondering in the years that you've been coaching, has there been any event that at some point shook your self confidence or your self esteem?

Becky Castro: There was one. There was a person who was interested in my coaching. She wanted to do a sample session with me. She came to my studio, we did one. She hired me. First, I do an introductory strategy session, a two hour long strategy to lay a really good a foundation about the situation and the person's value and those limiting beliefs. We worked with each other, I think we had about three sessions after that and then she wanted to stop. She really didn't want to tell me why. I did not understand what happened. I was really shaken because I



thought we were onto something. I thought we were working really well together. What we're taught to do is to ask the person what happened. It's all about honesty. It's all about truth and that's what I require of my clients. It's in my contract. I want you to be honest. If you don't like something, tell me. I was persistent and finally got her on the phone and asked her. I didn't really get a clear answer but the act of me asking her was what was important to me. Just tell me about what's wrong, did I do something wrong.

Glenn: Why was it the act of asking resolved that for you?

Becky Castro: It's a really great question.

Glenn: I have some ideas if you don't.

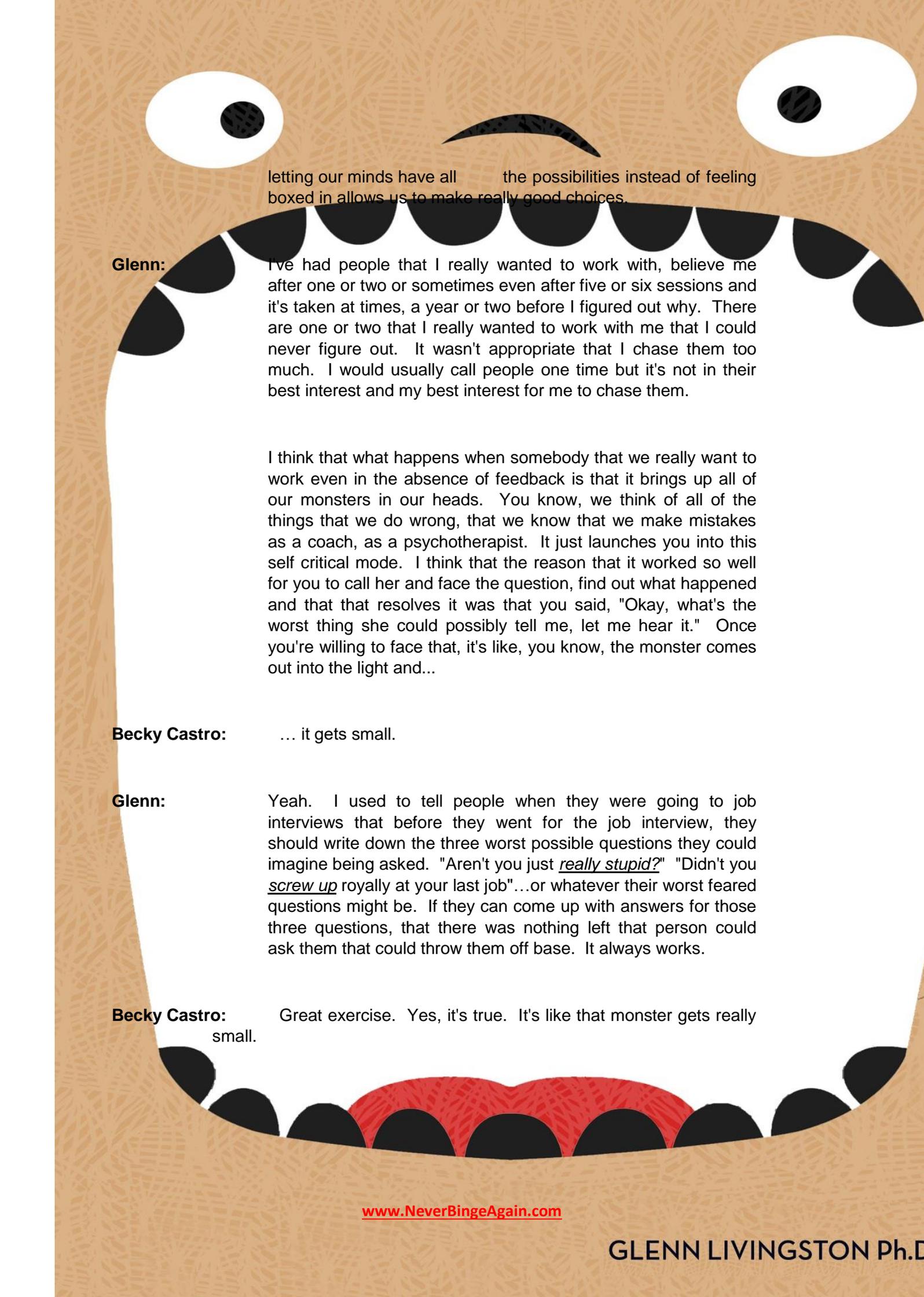
Becky Castro: Yes, it's a really good question. Sometimes giving ourselves permission to do something that feels a little scary or a little uncomfortable is more satisfying than actually hearing or finding out whatever it is that you wanted to find out. It's empowering to be open to receiving what somebody might say or not. It's not so important what it is they say, it's the act of doing it.

Glenn: Because by being willing to face her...you'd already gone through in your mind what the worst possibilities might be.

Becky Castro: Yeah, it's usually empowering.

Glenn: I agree.

Becky Castro: A lot of times would happen during a particular coaching session is that people want to say something to somebody but they think that they're going to burst into anger or burst into tears. By exploring those options here with me as their coach, they realize the approach that they really want to take with that person. But they had to get through the tears or the anger first. It's like



letting our minds have all the possibilities instead of feeling boxed in allows us to make really good choices.

Glenn:

I've had people that I really wanted to work with, believe me after one or two or sometimes even after five or six sessions and it's taken at times, a year or two before I figured out why. There are one or two that I really wanted to work with me that I could never figure out. It wasn't appropriate that I chase them too much. I would usually call people one time but it's not in their best interest and my best interest for me to chase them.

I think that what happens when somebody that we really want to work even in the absence of feedback is that it brings up all of our monsters in our heads. You know, we think of all of the things that we do wrong, that we know that we make mistakes as a coach, as a psychotherapist. It just launches you into this self critical mode. I think that the reason that it worked so well for you to call her and face the question, find out what happened and that that resolves it was that you said, "Okay, what's the worst thing she could possibly tell me, let me hear it." Once you're willing to face that, it's like, you know, the monster comes out into the light and...

Becky Castro:

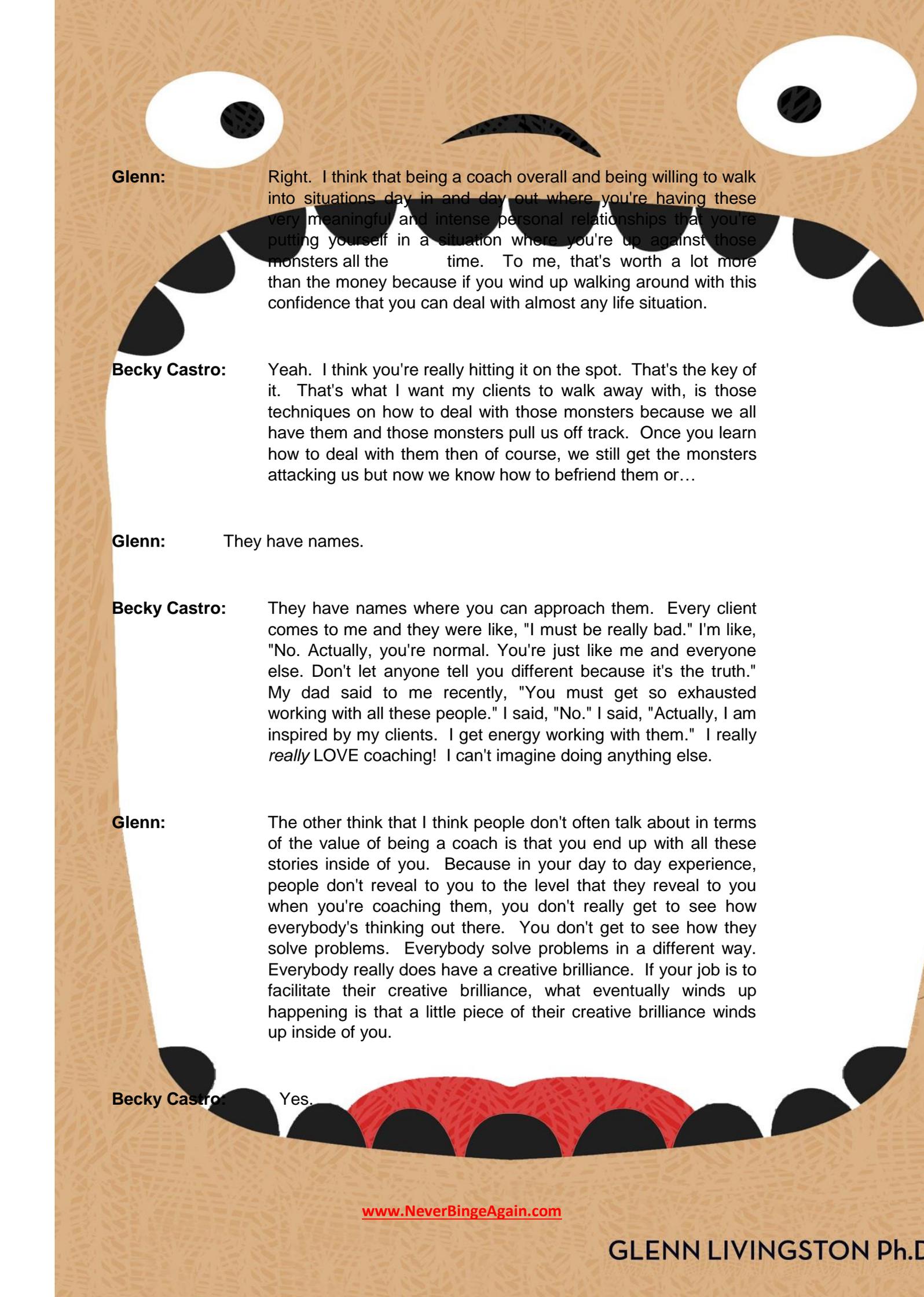
... it gets small.

Glenn:

Yeah. I used to tell people when they were going to job interviews that before they went for the job interview, they should write down the three worst possible questions they could imagine being asked. "Aren't you just *really stupid?*" "Didn't you *screw up* royally at your last job"...or whatever their worst feared questions might be. If they can come up with answers for those three questions, that there was nothing left that person could ask them that could throw them off base. It always works.

Becky Castro:

Great exercise. Yes, it's true. It's like that monster gets really small.



Glenn:

Right. I think that being a coach overall and being willing to walk into situations day in and day out where you're having these very meaningful and intense personal relationships that you're putting yourself in a situation where you're up against those monsters all the time. To me, that's worth a lot more than the money because if you wind up walking around with this confidence that you can deal with almost any life situation.

Becky Castro:

Yeah. I think you're really hitting it on the spot. That's the key of it. That's what I want my clients to walk away with, is those techniques on how to deal with those monsters because we all have them and those monsters pull us off track. Once you learn how to deal with them then of course, we still get the monsters attacking us but now we know how to befriend them or...

Glenn:

They have names.

Becky Castro:

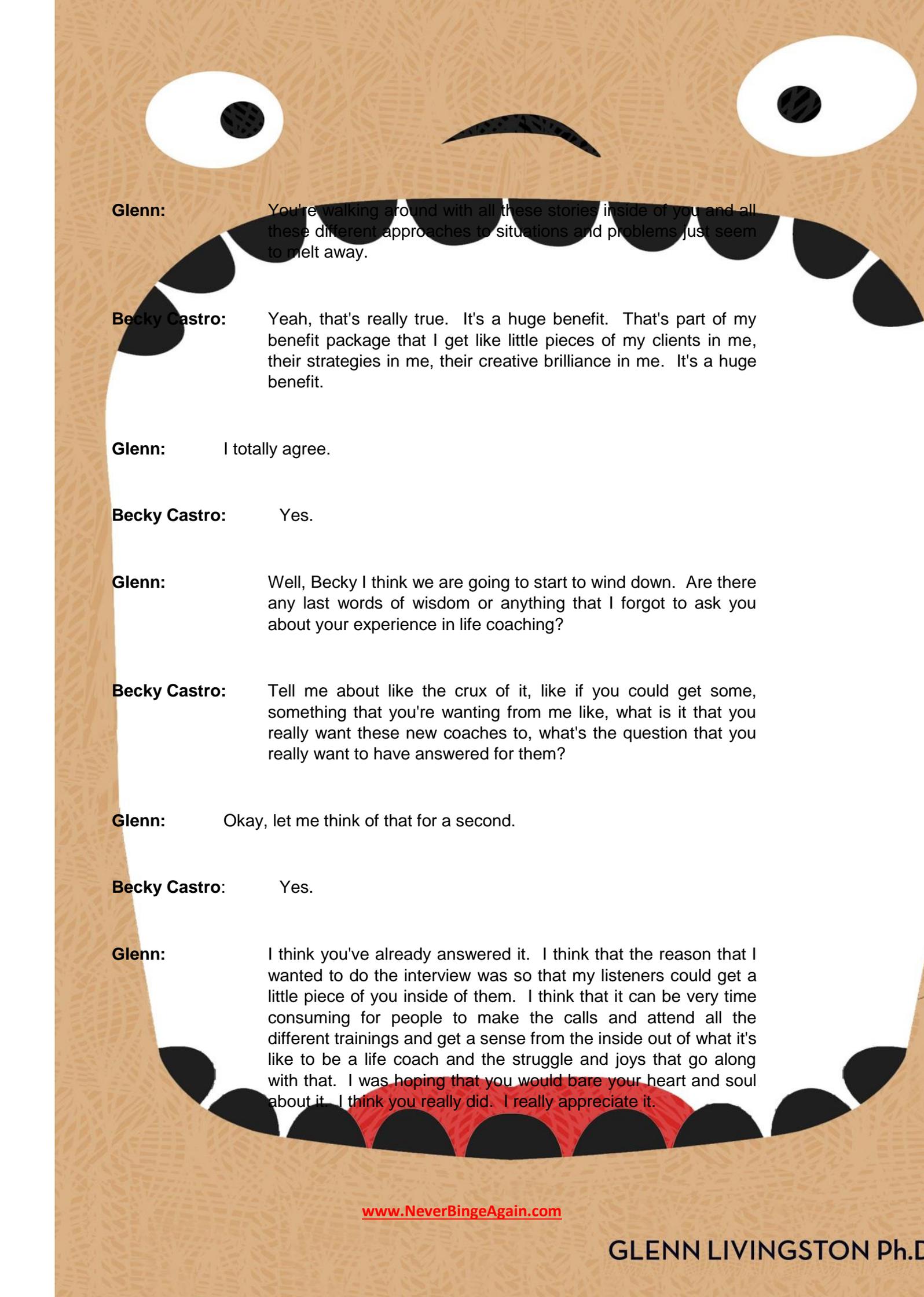
They have names where you can approach them. Every client comes to me and they were like, "I must be really bad." I'm like, "No. Actually, you're normal. You're just like me and everyone else. Don't let anyone tell you different because it's the truth." My dad said to me recently, "You must get so exhausted working with all these people." I said, "No." I said, "Actually, I am inspired by my clients. I get energy working with them." I really *really* LOVE coaching! I can't imagine doing anything else.

Glenn:

The other thing that I think people don't often talk about in terms of the value of being a coach is that you end up with all these stories inside of you. Because in your day to day experience, people don't reveal to you to the level that they reveal to you when you're coaching them, you don't really get to see how everybody's thinking out there. You don't get to see how they solve problems. Everybody solve problems in a different way. Everybody really does have a creative brilliance. If your job is to facilitate their creative brilliance, what eventually winds up happening is that a little piece of their creative brilliance winds up inside of you.

Becky Castro:

Yes.



Glenn: You're walking around with all these stories inside of you and all these different approaches to situations and problems just seem to melt away.

Becky Castro: Yeah, that's really true. It's a huge benefit. That's part of my benefit package that I get like little pieces of my clients in me, their strategies in me, their creative brilliance in me. It's a huge benefit.

Glenn: I totally agree.

Becky Castro: Yes.

Glenn: Well, Becky I think we are going to start to wind down. Are there any last words of wisdom or anything that I forgot to ask you about your experience in life coaching?

Becky Castro: Tell me about like the crux of it, like if you could get some, something that you're wanting from me like, what is it that you really want these new coaches to, what's the question that you really want to have answered for them?

Glenn: Okay, let me think of that for a second.

Becky Castro: Yes.

Glenn: I think you've already answered it. I think that the reason that I wanted to do the interview was so that my listeners could get a little piece of you inside of them. I think that it can be very time consuming for people to make the calls and attend all the different trainings and get a sense from the inside out of what it's like to be a life coach and the struggle and joys that go along with that. I was hoping that you would bare your heart and soul about it. I think you really did. I really appreciate it.

Becky Castro: Yes

Glenn: I feel like I got what I came for. If you have any questions for me, I would be happy to answer that.

Becky Castro: Yes. I was just wondering because I was mostly responding to the questions that you were asking. I was trying to really get it. Like the real heart of the matter, what is it that would be really helpful in there? I think the part about you got to take yourself seriously and **do whatever it takes to take yourself seriously** because your mind is going to tell you that you're not offering value. It could tell you if you're not ready, you're not prepared, you can't do it until you're certified, all of it is not true. What's your strategy going to be to

collect that evidence and to stand in a different - we call it standing in a different perspective, having a different frame of mind to approach, your clients approach, your day approach, your business approach, yourself. What's going to be your technique of how to do that? You need one because your mind is very very powerful. It's going to step in there and try to put up roadblocks. You got to be strategic about how to knock them down or how to make them little so they're just like a little pebble on the road.

Glenn: Love it. Becky do you still have room in your practice if a couple of my listeners wanted to call you for a sample session or something like that?

Becky Castro: I'd be happy to. I have a few slots right now. It's always changing so I hope that I'd have one available.

Glenn: How do we get a hold of you?

Becky Castro: They can give me a phone call. My number is 413-584-4525. They can call 24/7. Leave me a message, a good time to reach



them or they can email me. It's
becky@ilovemondaymornings.com

Glenn: Perfect, thanks.

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