

What To Say To Your Client

100 helpful phrases and questions to share as you coach.

1. Encouragement

- ☐ You're doing great! Keep going.
- ☐ You've got what it takes.
- ☐ Stick with it, especially now.
- ☐ Don't even think about giving up.
- ☐ I believe in you and your ability to reach this goal.
- ☐ It will get better!
- ☐ Whenever you try something new, surprises happen.
- ☐ I am here for you.
- ☐ Don't listen much to the naysayers.
- ☐ Whose opinion matters to you most?

2. Empathy

- ☐ I know exactly how you feel.
- ☐ I am so sorry to hear that.
- ☐ It must be frustrating.
- ☐ That's terrible news!
- ☐ How are you handling that?
- ☐ How are you feeling right now?
- ☐ What would you like to hear right now?
- ☐ We'll get through this.
- ☐ When's the last time you were this challenged?
- ☐ How can I help?

3. Challenge

- ☐ Your attitude sucks.
- ☐ When will you reach the goal?
- ☐ Try doing it this way.
- ☐ You are not being responsible.
- ☐ This situation is not okay with me, as your coach.
- ☐ Stop doing that!
- ☐ Why is that happening, do you think?
- ☐ You need to face this head on.
- ☐ Make this your first priority.
- ☐ You can do better than that.

5. Refocus

- ☐ Why won't you let go of this?
- ☐ Let's focus on what is working.
- ☐ You have special skills that can be developed.
- ☐ Let's change the focus.
- ☐ You're stuck on this goal; let's find a better one.
- ☐ What do you want most?
- ☐ Which of your resources isn't fully utilized?
- ☐ Assume the worst. Now what?
- ☐ Assuming life is perfect, what's the lesson?
- ☐ What's an easier approach to take?

4. Clarification

- ☐ Where did you learn that?
- ☐ What is the truth in this situation?
- ☐ Why is this happening to you?
- ☐ How do you know that for sure?
- ☐ You sound surprised by this.
- ☐ How long has this been going on?
- ☐ What's most important to you right now?
- ☐ Is that a need or a want?
- ☐ What's the worst part of the situation?
- ☐ What's the source of the problem?

6. Strengthening

- ☐ Is this solvable?
- ☐ Fixing your cash flow is the first priority.
- ☐ Your integrity is weak.
- ☐ You sound tired.
- ☐ Your boundaries are weak.
- ☐ What's your number one character flaw?
- ☐ Let's work on your selling skills.
- ☐ Do you know how you come across?
- ☐ Your standards are too low.
- ☐ The Team 100 Program will solve that.

7. Personal Development Programs

- ☐ Let's work on the Clean Sweep Program.
- ☐ What are your values?
- ☐ How strong is your personal foundation?
- ☐ Let's buff up what you have.
- ☐ Have you heard about the attraction principles?
- ☐ The Zen of attraction?
- ☐ You need more space, not time.
- ☐ What gives you pleasure?
- ☐ Simplify your life.
- ☐ The NeedLess Program!

9. Evoke

- ☐ Tell me more about that.
- ☐ What are the options here?
- ☐ If there were a solution, what would it be?
- ☐ Snap out of it.
- ☐ Why are you so rigid and resistant?
- ☐ How do I reach you?
- ☐ Why are you tolerating that?
- ☐ What part of you needs to be reached?
- ☐ Tell me what to do.
- ☐ There's a truth that needs to be said.

8. Expanding

- ☐ Are you up to this?
- ☐ What is your vision?
- ☐ Describe your ideal life to me.
- ☐ Is this solvable?
- ☐ What motivates you in general?
- ☐ You need to think a lot bigger.
- ☐ How would an expert handle this problem?
- ☐ You need a clear strategy.
- ☐ What's the ultimate outcome?
- ☐ What kind of person do you want to be?

10. Action

- ☐ What's the first step to take?
- ☐ Are you ready to get to work?
- ☐ Hang up, do that, and call me back in 20 minutes. What's next?
- ☐ What's the single daily action to take?
- ☐ What should you stop doing?
- ☐ What do you need?
- ☐ Who can you ask for help?
- ☐ What's the most pivotal thing you can do?
- ☐ What will you get done in the next hour?
- ☐ How can I coach you even more effectively?