

LIFE COACHES, HEALTH COACHES, BUSINESS COACHES,
ALL KINDS OF COACHES

How To Introduce Yourself & Explain What You Do



· h o w t o i n t r o d u c e y o u r s e l f a n d e x p l a i n w h a t y o u d o ·

L I F E C O A C H E S , H E A L T H C O A C H E S , B U S I N E S S C O A C H E S ,
A L L K I N D S O F C O A C H E S

Certain job titles are very clear.

Chef. Surgeon. Janitor. Senator. High school teacher.

Everyone knows what those words mean. No explanation required.

But when you introduce yourself and say, “I’m a coach,” some people might not know what you mean. Some people might give you a puzzled look. They might make assumptions that aren’t correct. They might ask questions that throw you off guard.

All of this can leave you feeling frustrated and insecure. “*Ugh... why is this so hard?*” But with a little advance preparation, you can come up with a simple, clear introduction that people “get” right away. This worksheet has a few tips for you!

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a f e w o p t i o n s

Try using the phrase, “I specialize in...”

Example:

I’m a life coach. I specialize in working with people who are going through big life transitions—like a divorce, or starting a brand new career, or adjusting after the kids have left the nest.

Or: try using the phrase, “I work with people who want to...”

Example:

I’m a health coach. I work with people who want to lose weight and keep it off permanently. I also work with people who aren’t necessarily looking to lose weight, but want to feel better and have more energy.

Or: try using the phrase, “Up until recently...”

Example:

I’m a business coach. Up until recently, I worked as the marketing director for an insurance company. But my real passion is working with small business owners. I love helping people grow their businesses and start making serious money!

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Or: try using the phrase, “Right now, I’m really excited about...”

Note: This is a great phrase to use if someone says, “Oh yeah? What type of coaching do you do?” or “So, what are you working on these days?”

Example:

I’m a life coach. Right now, I’m really excited about my newest project... which is a retreat called RESET. It’s happening in Bali in January. It’s all about creating healthy habits, working out, de-stressing, and resetting your mind and body for the New Year.

Or: try using the phrase, “I run a business called...”

Example:

I run a business called Lightning Bolt Careers. I work with people who feel bored at work, and who want a new challenge—maybe a new job, or a new career, or a side-project that lights them up.

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a f e w a d d i t i o n a l t i p s

Keep it simple.

Whatever you do, resist the urge to give a “cutesy,” “clever” or “whimsical” job title.

If you say, “I’m an Intuitive Priestess of Feminine Power,” most people will have no clue what you’re talking about—and you’ll create confusion instead of excitement. Keep it simple. Use terms like “coach,” “consultant,” and phrases like “I run a business,” “I host a podcast,” “I produce retreats and workshops,” “I’m writing a book,” and other phrases that people can easily grasp.

Practice alone. Then practice with people.

Write down a quick introduction that feels comfortable. Say it aloud—alone in your car, in front of a mirror, or while walking the dog—and say it several times. Over and over. Get it down so it’s solidly imprinted in your mind.

Then, introduce yourself—face to face—to at least thirty people. Introduce yourself to people at networking events, to your barista, to your yoga teacher, to your partner’s colleagues from work... to anyone and everyone. Keep practicing.

The goal is to reach a point where saying “I’m a coach” feels totally normal—no sweat—instead of new and awkward.

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Own it!

Whatever phrasing you use, the most important thing is to speak with enthusiasm.

Stand tall. Shoulders back. Big smile. Make eye contact. Say, “I’m a coach...” and say it with pride. Own it!

You’ve chosen a wonderful, noble career that’s all about helping people to live their best possible lives. You’re a professional helper, giver, and inspirer. You’re doing great work. There’s no reason to be timid. Introduce yourself with pride. You’ve got this!

write your introduction here