

The Confident Coach: 7 Steps to Unshakable Coaching Confidence

Confidence isn't something you're born with—it's something you build.

And as a coach, your confidence isn't just about *you*—it's about your clients as well. When you believe in yourself and your ability to create transformation, your clients will feel it. They'll lean in, trust deeper, and take bolder action.

But when you second-guess yourself, they do too. That's why building your confidence as a coach isn't optional—it's *mission-critical*.

Here are seven powerful ways to do it.

Step 1: Feel the Fear and Do It Anyway (Yes, Literally)

Every coach has that one thing they're secretly avoiding:

- Getting on video
- Pitching their offer
- Charging more
- Sharing a vulnerable story

That fear? It never goes away completely—but it *does* shrink every time you face it.

Real-world tip: Coaches who fear going live often say, "I'm just not ready." Truth? You'll *never* feel 100% ready. Start anyway. Go live for 2 minutes, introduce yourself, and share a quick tip. Do it scared. Do it awkward. But do it.

Try this now:

1. Write down *one* action that scares you (but would move your coaching business forward).
2. Give yourself 24 hours to take the first step.



Step 2: Grow Your Confidence by Growing Your Skills

Confidence comes from competence.

If you're unsure how to run a coaching session, how to ask powerful questions, or how to handle a tough client moment, of course you'll feel shaky.

But the good news? These are skills. And skills can be learned.

Example: Let's say you're coaching someone who's stuck in a negative mindset. If you don't know how to reframe their thinking or ask an effective follow-up question, you'll feel out of your depth. But once you learn a tool like the "Ladder of Inference" or the "5 Whys," you'll know exactly how to guide them through it.

Action steps:

- Read one coaching book a month. (Start with *The Coaching Habit* by Michael Bungay Stanier.)
- Practice coaching a peer weekly and ask for feedback.
- Role-play difficult client scenarios with a fellow coach.



Step 3: Build Confidence Through Small Daily Wins

Confidence doesn't come from one big breakthrough—it comes from consistent micro-wins.

Example: Kara, a new health coach, made a goal to:

- Post one short tip on Instagram daily
- Pitch her service to one person each week
- Finish writing her lead magnet in 10 days

Within two weeks, she signed her first client—because she *showed up* consistently.

Try this framework:

- ✓ **One easy task**
e.g., reply to an inquiry
- 🔄 **One medium task**
e.g., write a blog post
- ⚡ **One stretch task**
e.g., follow up with a prospect

Do this daily, and every "done" becomes a deposit in your self-belief bank.



Step 4: Plug the Confidence Leaks in Your Life

It's hard to feel like a powerful coach when your personal life is draining your energy.

Let's be real:

- A chaotic morning routine makes you feel behind all day.
- Undercharging makes you resentful and burned out.
- Saying yes when you mean no chips away at your self-respect.

Mini audit: Where are your energy leaks?



Home environment

Is your home environment calm or chaotic?



Pricing confidence

Do you feel proud of your rates, or hesitant when you say them out loud?



Mental nourishment

Are you regularly feeding your mind with inspiring content?

Practical tips:

- Batch meals or hire help to reduce overwhelm at home.
- Raise your rates—start with your *next* client.
- Set a morning ritual (even if it's just 10 minutes) that anchors you.



Step 5: Track and Celebrate Client Results

Nothing boosts confidence like seeing your clients win because of *your* coaching.

What to do:

- Create a "Results Wall" (physical or digital). Add screenshots, testimonials, and voice notes from clients.
- Host a "Wins Wednesday" on social media and tag your clients.
- Start every session by asking, "What's improved since we last spoke?"

Example: One coach created a private Google Doc titled "I'm a Great Coach!" Every time a client shared a breakthrough or kind word, she added it to the doc. On tough days, she reads it—and remembers who she is.



Step 6: Catch (and Heal) Your Hidden Confidence Gaps

Sometimes, the thing crushing your confidence isn't obvious.

It could be:

- Comparing yourself to a coach with 100K followers
- Holding on to the belief that you "don't deserve" success
- Feeling stuck after a client ghosted you

What to do:

Name your confidence gashers

Write them down.

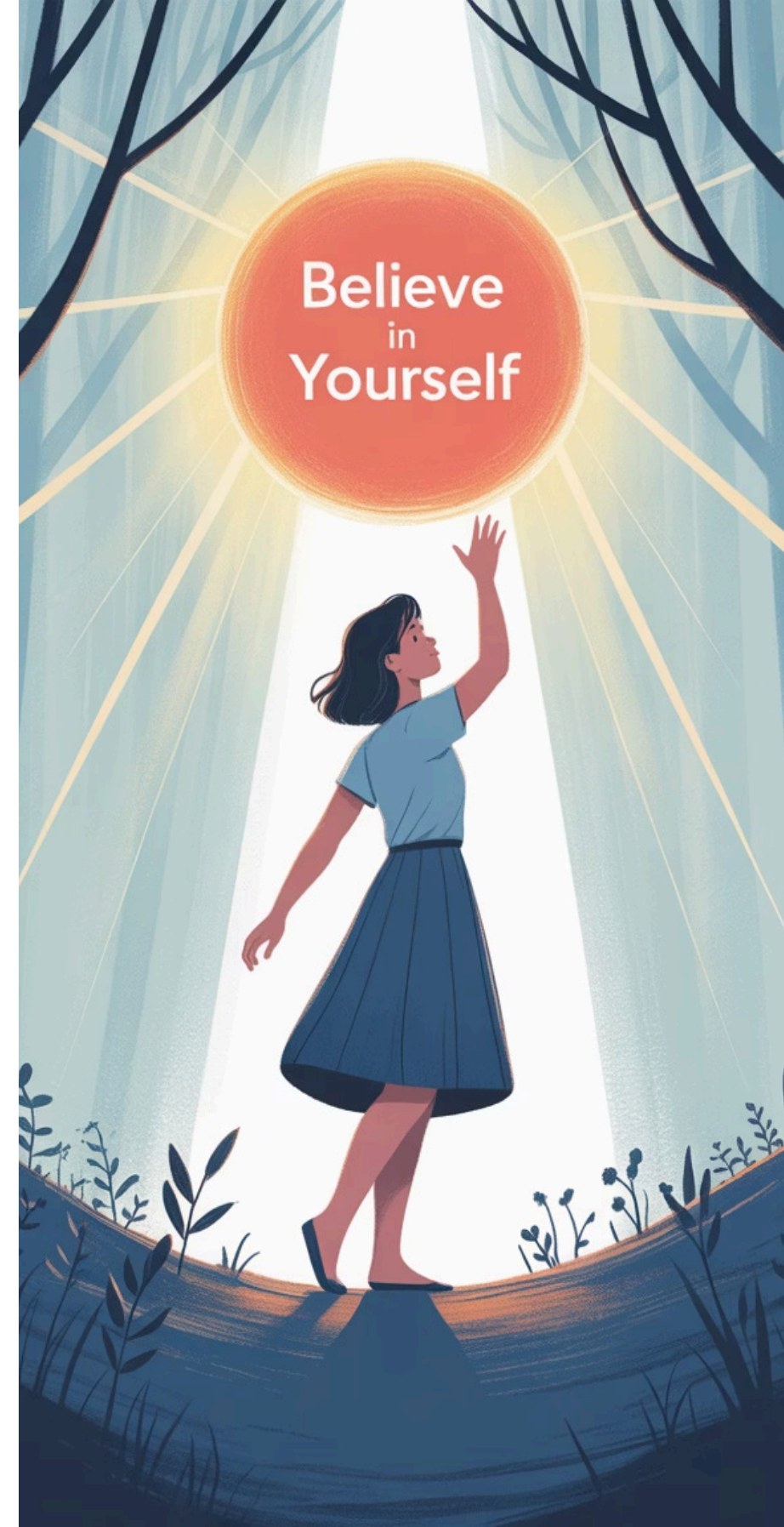
Rate them from 1–10

Most are 3s pretending to be 10s.

Reframe them with a new story

Reframe example: "My last launch flopped" → "That launch showed me what to improve for next time—and now I'm 10x clearer."

Confidence isn't about avoiding failure. It's about learning to bounce back faster.



Step 7: Realign With Your Purpose

If your coaching feels heavy, draining, or out of sync—it might not be a confidence problem. It might be a purpose problem.

Ask yourself:

- Do I still feel lit up by the people I coach?
- Am I working in my zone of genius—or my zone of "should"?
- What type of transformation *lights me up* to deliver?

Real example: A business coach realized she loved helping clients with mindset—but hated sales funnels. She pivoted her niche and felt re-energized (and signed more aligned clients too).

Action step: Create your *Purpose Filter* by completing these sentences:

I feel most alive when I'm helping people ____.

The transformations that excite me most are ____.

If I could only coach one thing for the next year, it would be ____.



Your Confidence Toolkit

Create a physical or digital "*Confidence Kit*" filled with:

Screenshots of praise

Written testimonials

Photos of speaking gigs, workshops, or client results

Notes of encouragement from yourself

👉 Visit it whenever your inner critic gets loud.



You Don't Need to Be Perfect —You Just Need to Keep Showing Up

Confidence isn't a switch—it's a muscle.

You build it every time you try, stumble, learn, and try again. It grows every time you hold space for a client and help them walk away changed.

So today, just take the next small step. Post that tip. Ask for the testimonial. Raise your price. Coach with heart.

You've got this—and your clients are waiting.



Ready to Coach with More Confidence (and Less Guesswork)?

✨ The fastest way to feel confident as a coach is to come prepared—with powerful tools, proven techniques, and session plans you can trust.

That's exactly why I created the **Done-for-You Coaching Toolkits**—to help you coach with clarity, structure, and ease.

✂ Inside each toolkit, you'll find:

 **Plug-and-play session frameworks**

 **Powerful coaching questions**

 **Guided exercises your clients will *love***

 **Tools designed to spark real breakthroughs**

Whether you're just starting out or want to level up your sessions, these toolkits give you the confidence to show up like the pro you are.

[👉 Browse the toolkits now and start coaching with confidence from your very next session.](#)

Because confident coaches create powerful transformations.