

Four Ways to Grow

Spreading the message of coaching

The fours have it! In nature, four is the number of wholeness — the four seasons, the four directions. Inspired by the first book in my review, I have chosen four books that are a cross-section of how coaches are expanding their reach and spreading the good news of coaching through the written word.



The Four Day Win by Martha Beck

(Rodale Books)

In her new book *The Four Day Win*, Martha Beck takes on one of the hottest topics in the self-help world — dieting. A diet book by the successful coach, author and Oprah friend Martha Beck!

I must admit that I did not sit down and read this book cover to cover and I am not up on diet book etiquette. I did, however, read the instructions, dip into the chapters that caught my attention and meander through it as I would any other self-help book.

What I love most about this book is how Beck uses her expertise as a coach to approach the goal of dieting — a goal shared by millions of people. Talk about easy in-roads for understanding — in a real physical way — the benefits and power of coaching! So often as coaches we think we have to explain to people what we do. Beck does this so elegantly and with such great humor and humanity. Brilliant!

Beck's exercises, facts and funny stories are a treasure trove for coaches who are always on the look-out for fresh and effective

tools. Spun with personality and wisdom, it's a delightful and educational read — and as much fun as sitting down with one of your most entertaining friends.



Seal the Deal: The Essential Mindsets for Growing Your Professional Services Business by Suzi Pomerantz

(HRD Press)

For three months this book sat on my shelf, to be reviewed in the near future. One day, in the middle of a business development brain freeze, I opened the book to a random page and there was a useful model — a simple graph outlining the distinction between networking, marketing and sales.

As the author states in her preface, most of what's in this book is not new. The magic of *Seal the Deal* is the way she weaves together concepts in an understandable and digestible way. This book is unique in that it teaches us how to use our coaching skills to help us be trailblazers in the entrepreneurial world.

Pomerantz has written a must-have tome for any entrepreneur who wants to understand the basic principles of business and apply them to a service-based business like coaching.



The Control Freak's Guide to Living Lightly by Gail Barker and Gail Nielsen

(Power of Two Publishing)

The title gives you a clue as to the tone

of this witty and informative book. To be honest, when I sat down to read this book I was not thinking of it in personal terms. Me, a control freak? No way.

Not far into the book, I cringed at seeing many of my own attributes listed right there on the page! Luckily this book takes the reader beyond the point of recognizing the behaviors and into understanding them and creating really clear ways to replace them with trust.



Personal Fulfillment is Success by Joseph Seiler

(Edge Press)

It may be slim, but this book is packed. At its heart are some of the most fundamental coaching principles laid out in an experiential and inspiring format. Whether it's learning how to be an observer of ourselves, understanding our values, or making a personal vision, Joseph Seiler gives the reader a guided tour, both of the philosophy behind the tools and an actual experience.

With an informative table of contents and 'back of the book' sources, this book can make a great companion guide for beginning coaches or as a gift to a prospective client, friend or family member who wants to better understand the power of coaching with a firsthand, narrated exploration. •

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