

WHY COACHES STRUGGLE:

Lawnmowers, Fear, and Why I Almost Quit
the Coaching Business (But Didn't)

TRIPP LANIER

Let's talk about coaching...

Specifically — let's talk about why good coaches struggle to make good money doing something that does a lot of good for others.

I'm talking about the coaches that want:

- To **earn more money** with a sense of ease and confidence instead of feeling helpless and dreadful.
- To **feel confident** that their practice building efforts are effective instead of flailing and wondering if any of this shit will work.
- To **enjoy the process of connecting** with their ideal clients instead of settling for whoever shows up in their inbox.
- To **feel solid** when they're talking to a potential coaching client instead of worrying about saying something stupid.
- To be one of the rare coaches who can actually **support a spacious lifestyle** instead of living a roller coaster of worry and anxiety.
- To feel a **deep sense of alignment** with how they earn their living instead of feeling like their practice is sucking the life out of them.

If this interests you then let's keep talking.

By now you may be wondering, “Who the hell is this guy?”

I’m Tripp Lanier, and most people know me as the host of The New Man Podcast which has been downloaded millions of times over the past 10 years. In addition to being a professional coach for 12+ years, I’ve spent over 20 years creating businesses that allow me to live the flexible, spacious lifestyle I want. In fact, the last W-2 I received came from working in an art supply store while I was still in college.



After building and selling my first business to become a professional coach, I learned a ton of lessons along the way — hard lessons that I could have avoided if I’d had a mentor or coach earlier on to guide me through the process. **These were painful lessons that cost me years and thousands of dollars.** I got the money back, but I won’t ever get that time back.

One of those lessons was just how painful life can be when I’m unwilling to get out of my own way and hire my own coach.

One of the reasons the process was so challenging is because I didn’t want to get **stuck in a trap**. I didn’t want a “cookie-cutter” coaching practice. I didn’t want to put on an act in order to be “successful”. I wanted a coaching practice that was aligned with my deeper values. And while I

certainly wanted to be able to earn good money, I didn't want to be just another rat racer who was fixated on needing more, more, more.

After all, what good is a “successful” business or coaching practice if it consumes our lives, burdens us, and keeps us from having the experiences we most want to have before we die? What kind of a coach allows him or herself to be **out of alignment** with what they help others create?

For years, I've helped coaches and other business owners do some version of what I've done for myself — build businesses that support the lifestyle they want, align with their deeper values, and have a positive, meaningful impact on others.

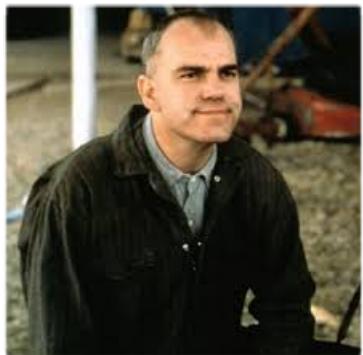
What does that look like?

I work a few days per week, take at least one week off per month, and my family and I can live anywhere we choose. (Currently we live simply in a quiet town near the beach in North Carolina). I fill my schedule with the people I actually want to talk to and help. And I get paid well while experiencing the satisfaction of knowing I'm doing good work in the world, to actually see peoples' lives improving because of our coaching.



I'm not saying this to boast. It's just the truth. But like I said, I made a lot of mistakes along the way. I'll use a lawnmower engine to describe this further. Yes. A lawnmower engine.

What if Your Coaching Practice Was Basically a Lawnmower Engine?



First — did you ever see that movie *Slingblade* with Billy Bob Thornton? The main character, Karl, was always being underestimated. People just wrote him off as a guy who worked on lawnmower engines, and thought he was dumber than a rock.

But Karl wasn't dumb.

In this one scene a few of the “smart” guys couldn't figure out why a particular lawnmower won't run. One guy has this theory, the other guy has another. They're all scratching their heads and Karl comes over and simply checks to see if there's any gas in the tank.

No gas. That's why the engine won't run. Problem solved. Simple.

Well, what if building our coaching practice was that simple?

What if the problems we're having aren't **mysterious** or **complicated** or **personal** or some kind of a **magical gauntlet of bullshit** the universe is expecting us to navigate before we can be successful?

What if we could look at our practice and understand that, like a simple lawnmower engine it needs 3 basic things to operate optimally: Gas, Fire, and Air.

Here's How These 3 Elements Relate to Our Coaching Practice:

(1) Gas comes in the form of our ability to create opportunities – to connect with the people we most want to help. Like a gas tank, a thriving coaching practice has a reservoir; a constant, reliable influx of opportunities and potential clients.

For the professional, creating connections is not done by accident or something to be left to chance. The professional doesn't look at his bank account, freak out, and then go sacrifice a virgin goat to the gods in hopes that they'll lead some prospects to him. For the professional **this is a skill to develop.** The professional is always creating opportunities.

Because if we're not able to create opportunities then we'll be on the chronically **desperate roller coaster.** Every introduction will have us walking on eggshells for fear that we don't screw it up.

It doesn't matter how great of a coach we may be if we're essentially on a deserted island. From experience I can say that **the best coaches don't always succeed – but the ones who are out there connecting do.** Without gasoline, without a constant influx of opportunities, then it's clear why the engine won't run.

(2) Fire comes with our ability to solve specific, high-value problems. Our work has to be potent. We can't just talk shit and hope that people will pay us for our services. We have to back it up by helping people create high-value outcomes in their lives.

But many coaches struggle because they offer stuff that would be “nice” to have. **People don’t want to pay much for “nice”**. After all, they can get “nice” stuff in a book, podcast, or YouTube.

Just look at your own spending — Imagine you’re considering an opportunity that would require you to invest thousands of dollars (plus your time and energy). And now ask yourself, if the outcome of that investment is just “nice” are you going to be fired up? Are you going to commit and write the check? **No freakin’ way**.

The professional stays away from “nice” and focuses on high-value solutions that have people say **“I gotta have that.”** Without fire, without an offer than lights people up, then it’s clear why the engine won’t run.

(3) Air comes in the form of our enrollment skills, our ability to help a prospect commit to becoming a client. Struggling coaches can meet lots of people and even coach them powerfully, but if they can’t enroll the prospect into a coaching relationship **then they don’t get paid to coach**.

Struggling coaches **worry** about being too “salesy”, they constantly **worry** about fees, they constantly **worry** about what to say and what not to say. The professional has a process that helps himself — and the prospect — clarify why they would work together and what the appropriate fee would be. Without air, without a solid system for enrolling clients, then it’s clear why the engine won’t run.

Now I want to be clear — this is simple but not easy. Let’s dig a little deeper and find out why so many of us struggle to keep the engine running.

The Problems That Keep Us in The Struggle

These 3 simple elements to building a thriving practice can sound nice, but this information alone won't really help us.

Why? Because information is useless without implementation.

I know this all too well, because I flailed around far too long in my own sea of ignorance, resistance, and fear. Before I hired coaches and joined groups to help me get on track I was a poster boy for The Struggle.

You see, I had let my **fears and resistance hijack my business**. I was **hiding out**. I was making my success — or lack of it — personal. I was scared to admit to myself and to anyone else that there might be a better, simpler way to create what I wanted. I was afraid to ask for help. I was afraid I might waste money, time, and energy. I was afraid I might look bad or feel stupid — which is kinda stupid — and this all kept me in The Struggle.

Alone in my little world, I was able to avoid doing the effective work. I would spend my day being **busy instead of bold**. This meant I would knock out 20 different tasks but then avoid the 1 bold task that would actually make a difference. I told myself I was doing all that I could when in reality I would avoid doing anything outside of my comfort zone. As long as I kept this up, my practice would stay in The Struggle.

Going it alone also meant that **I had a huge blindspot**. I wasn't able to see opportunities that were right in front of me because I was living in a

limited story. Instead of seeing doorways I could only see walls, and this definitely kept me in The Struggle.

Without the help of a coach or a group, I was hunting for a **magical, quick fix**. I wanted an escape. I would read a book or go to a seminar and feel excited for a little while. Maybe I'd try this idea or that one. But after a few weeks without consistent action, I was right back where I started. Except now I was even more disappointed than before. And you guessed it — back in The Struggle.

I'm not going to bullshit you and act like I'm living in some utopia now where I'm completely free from the effort and discomfort and risk that plagued me years ago. I still encounter those things, but now I'm way better prepared to handle them. I have momentum. I have systems. I have resources. I have experience. I hire coaches. So when this stuff does come up — and it certainly does from time to time — I can more quickly pivot out of The Struggle and into effective action.

I Wish I Had This Program Back in the Day

Now since that time where I was entrenched in my own fear, resistance, and ignorance **I've spent a small fortune on coaches and groups and experts and programs** to help me build a coaching business that empowers me and my family to have the life and experiences we most want.

But no single program I completed was able to incorporate all of the things that — I believe — would have made the biggest difference to me when I was going through The Struggle.

When it came time to design my own program for coaches, I wanted to pull from my own 20+ years of small business experience plus all of the coaching practice specific lessons that have been “road tested”. I wanted to integrate the essentials that really matter and really work.

Bottom line: I have designed and delivered the coaching program I wish I had been able to join back in the day.

This program favors **implementation over information**. Sure there's stuff you'll learn through teaching — absolutely — but this is primarily an environment that's focused on supporting you to take effective action.

This program doesn't allow you to hide out. Unlike other “coaching” programs that are essentially seminars full of spectators, if you're in this group then **you're being coached by me via video**.

It's a small group with only a handful of other people which means you'll be **participating instead of spectating**. And with the outside perspectives of myself and other powerful coaches, you'll have a much harder time falling prey to your blind spots.

This program will challenge you to be bold and step outside of your comfort zone. If you look at my case studies and testimonials, **the guys who are getting results are the ones who are consistently taking risks**. There's no escaping that fact.

And this program is designed to support you over the long term. There's no magical quick fix. This isn't some “feel good” weekend motivation summit. **Lasting growth is a product of consistent action over time**. That's why this group is 11 months long — and it's common for coaches to enroll in the group multiple times.

Together, these are all solutions to help us create a successful coaching practice, but let me tell you the real reason why I'm doing this.

Here's What Pisses Me Off

I mentioned earlier that the best coaches aren't usually the ones who are successful. I also mentioned that I was firmly stuck in The Struggle for a long time.

What I didn't tell you is that I **came really close to giving up on coaching as a profession** — even though it's been my calling. I came really close to being one of those good coaches who blew it.

I've essentially been coaching my entire life. I love the process of having genuine, life changing conversations with people. It's natural for me. But because I was struggling so much with the business aspect of coaching, I almost gave it all up.

I'm really glad I didn't. I'm glad I persevered and invested in the process and implemented and took risks and did shit that was really uncomfortable from time to time. I'm humbled by the life I have and the lives and businesses my clients are able to create. It spooks me to think about what might've happened if I had decided to throw in the towel.

Because here's the deal: **I know some great coaches who did throw in the towel.** They didn't want to go through the business part of being a coach, and now they're not coaching much if at all. That bums me out.

No. Fuck that. It pisses me off.

And here's why.

Because I think about the impact they would have on this world. These are really good coaches that could help other good people do some great things in the world. **And they gave up because they couldn't get a handle on the *business* piece.**

We've got enough ass-hats on this planet that don't care about building us up. They don't care about our health, our well being, or our dreams. They just want to make another buck.

The fact is that — the ability to make a buck from being a good coach — is exactly what has stopped so many really good coaches from bringing some good to the world. **It's the coaching *business* piece that's getting in the way for them.**

I don't want our inability to "make a buck" to be the thing that gets in the way of you — or me — doing this great work. I want all of us who are called to be a coach out there helping other people because it's so needed.

I'm tired of the *business* aspect being the reason why so many good coaches don't stick it out and make their gifts available to the world.

The business piece doesn't have to be a drag. In fact, once we start to get some momentum it becomes a lot of fun.

That's why I've created this program.

Do you want to learn more?

Simple. Bold. Fun.

This coaching program is a stepping stone to help you earn potentially hundreds of thousands of dollars or more over the coming years.

If you'd like to learn more about it, then the first step is to fill out a questionnaire so I can learn more about you. I want to get a sense if this program would be a fit.

[Click here to fill out the confidential questionnaire.](#)

(FYI These questionnaires come directly to me.
Nobody else sees them.)

Afterwards I'll shoot you an email, and we'll discuss the next steps.

I look forward to the opportunity to help you create the meaningful coaching practice that aligns with the lifestyle you want.



Tripp Lanier

PS Looking for more? [Click here to listen](#) to Steve Chandler interview me about overcoming some of the struggles of becoming a professional coach.

Client Snapshots

These are just a few snapshots of things that have happened for just a few of my clients on a professional level. And it doesn't even begin to describe how they've positively transformed themselves and their relationships in the process.

- **Joe:** As of this writing, Joe has been a member of this group for a year and a half. **The month he joined the program he made \$1,400. This past month he brought in more than \$14,000.** Here's what he recently posted — “The last two clients who said yes at some point in the enrollment conversation have said something like, ‘I want to work with you, I want to make sure you want to work with me.’ This feels great. It's a result of being clear with people that I'm not just chasing the money and I have to be bought into both the person and the project. What a great dynamic to have created. GAME CHANGER!”
- **Shana:** As a single mother, Shana is designing her business and practice to create a great lifestyle for herself and her young child. She's fulfilling her powerful mission to support men to break out of “false success” while also connecting with potential clients through her “Man Alive Podcast.” **She's developing her unique way to connect with inspiring people, enroll new clients, and make a powerful impact.**
- **Geoff:** Geoff went from **practicing therapy in Boulder for \$150 an hour to earning much more than that as an executive coach in New York City.** He's honed his super power and learned that the value of providing his skill to startups is worth far more than what he earned before. He's even figured out a way to integrate more of what he loves by creating surfing retreats for his clients.