TT COACHING ACADEMY

SELF-CHECK STUDY WORKBOOK

Can clients recognize the value of your coaching?

Understanding what you bring to coaching, what clients want to experience, and how to communicate the connection.

Tomislav Tomic

TT Coaching: Become a Certified Holistic Life Coach

ttcoachingacademy.com

INTRODUCTION

Before We Begin

Imagine you've just finished a really good coaching session. Your client came in feeling confused about something that's been troubling them for months. During your conversation, they began to see the situation differently. Perhaps they recognized a pattern, understood why they'd been postponing an important decision, or discovered something they hadn't previously considered.

You know what happened during that session. Your client knows it too. But how would you explain the value of that experience to someone who has never worked with a coach?

I've always found this an interesting question because we can spend years learning how to become better coaches without necessarily learning how to explain what we do.

We study different approaches, develop our skills, gain experience, and sometimes spend considerable money on additional training. Yet when someone asks us what coaching can actually help them with, we might suddenly find ourselves talking about methodologies, transformation, awareness, and personal development.

There's nothing wrong with those concepts. But do they mean anything to the person listening?

In TT Coaching, we're interested in more than the immediate problem someone brings into a session. We also look at the person experiencing that problem. Their emotions, beliefs, relationships, values, and spirituality may all be relevant to understanding what's happening in their life.

And there's another question I consider particularly important: **What does this person actually want to experience instead?**

Someone might come to coaching because they're tired of feeling anxious whenever they have to express an opinion. But perhaps what they're really hoping for is to feel comfortable being themselves around other people.

That's quite a different way of looking at the same situation, isn't it?

The challenge is learning to understand these deeper aspects of our work while also being able to explain them in a way that makes sense to someone who isn't a coach. That's what we'll explore in this workbook.

How to Use This Workbook

There are five exercises. Each explores a different part of the coaching relationship, from your contribution as a coach to the way potential clients understand your services.

Give yourself around 30 to 45 minutes, or work through one exercise at a time. Use the writing spaces in the printed workbook or a separate notebook.

If you're already practicing, think about real coaching situations while protecting your clients' privacy. If you're still studying, use your training conversations, supervised practice, or realistic examples.

And please, don't worry about producing impressive answers. I'd much rather you wrote something simple that genuinely reflects your work.

THE WORKBOOK 01

What do you really bring to a coaching session?

Let's start with a question that sounds easy. What makes you a good coach?

You might immediately think of your qualifications, the training you've completed, or the techniques you've learned. But I'm more interested in what happens when you're actually working with another person.

For example, imagine a client who says they can't make an important decision.

You could use a coaching technique to help them examine their options. You might ask questions that reveal a contradiction between what they say they want and what they believe they're allowed to have. Or perhaps you notice that every time they talk about one particular option, they become visibly uncomfortable.

What matters here isn't only which technique you're using. It's how you're applying your knowledge, what you're noticing, and how you're responding to the person in front of you.

Now imagine the client eventually says, "I think I've known what I wanted all along. I was just afraid of disappointing everyone."

Let's look at what happened. You may have helped the client explore their thoughts, emotions, and beliefs. That was your professional contribution. The client recognized something important about their own situation. That was their experience.

What you do as a coach and what your client experiences are connected, but they're not the same thing.

And remember, the client isn't simply receiving something you're giving them. They bring their own awareness, willingness, choices, and participation into the coaching relationship.

Exercise 1 / Look Beyond Your Techniques

Think about a coaching conversation that went particularly well. It can be a real session, a training exercise, or a realistic hypothetical situation.

1. What was the person trying to understand, change, or resolve?
Describe the situation in a few sentences.

2. What did you actually contribute?
Don't just name the technique. Think about how you listened, what you noticed, which questions you asked, and how you responded.

3. What did the client recognize, understand, or experience?
For an actual session, focus on what the client expressed or what you observed. For a hypothetical example, describe what might happen.

4. What does this example tell you about your strengths as a coach?
Try to identify something more specific than "I'm a good listener" or "I help people grow."

Your Reflection

Look at your answers to Questions 2 and 3. Can you clearly distinguish between your contribution and the client's experience? What do you bring to coaching that might not be obvious from a list of your qualifications?

My most important observation:

THE WORKBOOK 02

What does the client actually want to experience?

A client tells you they're unhappy at work and want to change careers. Fine. But what's really happening?

Perhaps they've lost interest in their profession. Perhaps they feel unappreciated. Or maybe they've spent 20 years doing what their family expected of them and have finally started asking themselves whether this is the life they want.

Three different situations, even though all three people might say exactly the same thing: "I need a career change."

Now imagine one of them tells you they want to leave their job. You could immediately begin exploring their career options, strengths, and professional goals. And that might be useful.

But suppose you discover that their entire sense of self-worth is connected to being successful in that profession. Perhaps they're terrified of disappointing their parents. Perhaps they no longer find their work meaningful, but they have no idea what would give their life a greater sense of purpose.

Suddenly, this isn't just a conversation about finding another job.

This is one reason I value a holistic approach to coaching. We don't have to assume that every difficulty can be understood by looking only at the immediate situation. Sometimes the person's emotional experience, relationships, beliefs, or spirituality are relevant too.

Of course, we shouldn't invent explanations for clients or assume we know what's really happening beneath the surface. We explore these possibilities together.

And I would pay particular attention to something else: **What does the client want to experience if the problem they're struggling with no longer dominates their life?**

Let's return to our career example. Perhaps they want the freedom to make decisions without constantly seeking approval. Perhaps they want to wake up feeling interested in the day ahead. Or maybe they're looking for work that feels meaningful to them.

Those are different experiences, and they may lead the coaching conversation in different directions.

Exercise 2 / Look Beyond the Presenting Problem

Choose a situation that someone might bring to coaching.

1. How would this person describe their problem?
Use ordinary language, as though they were explaining it to a friend over coffee.

2. What are they tired of experiencing?
What feels difficult, uncomfortable, frustrating, or limiting in their everyday life?

3. What would they like to experience instead?
Be specific. What might change in the way they live, feel, relate to others, or make decisions?

4. What other aspects of their life might be relevant?
Think about emotions, beliefs, relationships, values, and sense of meaning. Notice what might be worth exploring.

5. What would you need to ask before assuming you understand their situation?
Your interpretation may be interesting, but the client's experience comes first.

Your Reflection

Compare your answers to Questions 1 and 3. Did you notice a difference between the problem the person wants to move away from and the experience they hope to move toward?

If this problem stopped dominating the person's life, what might they finally feel free to experience?
Only the client can confirm whether your interpretation is accurate.

THE WORKBOOK 03

Where does the value of your coaching become invisible?

Let's imagine you're a coach who's particularly good at working with people going through major life changes.

You've helped clients examine difficult decisions, recognize emotional patterns, and understand beliefs that have been influencing their choices for years.

But when someone visits your website, they read:

"I offer transformational coaching to help you unlock your potential and achieve personal growth."

Now, what exactly is someone supposed to do with that information?

Perhaps they're dealing with a divorce. Perhaps they've lost their sense of direction after their children moved out. Or perhaps they've been questioning their career for years but haven't dared to do anything about it.

They might benefit from the kind of coaching you offer. But would they recognize that from your description? Maybe not.

And this brings us to the central idea of this workbook: **You can have valuable professional skills that remain almost invisible to the people who might benefit from them.**

That's not necessarily a problem with the quality of your coaching. It may simply mean you haven't found a clear way to explain what you actually offer.

Exercise 3 / The Invisible Value Check

Return to the client situation you explored in Exercise 2. We're going to look at it from three perspectives.

A. What can you genuinely contribute?
Based on your current training, experience, and abilities, how could you support someone dealing with this situation? Avoid promising a specific result.

B. What would a potential client understand about your services?
Use your website, or a short introduction if you're a student. Would someone recognize that your work might be relevant to them?

C. What's missing?
Compare your answers. Maybe your work with emotions is not mentioned, or your spiritual perspective is not explained, or the situations you help with are invisible.

Your Reflection

What's the most valuable part of your coaching that a potential client might currently overlook?

How could you make that value more understandable without exaggerating what coaching can achieve?

We're not trying to make your coaching sound more impressive. We're trying to make it easier to understand.

THE WORKBOOK 04

Can you explain your work without coaching language?

Imagine you're sitting in a café with someone you've just met. You mention that you're a holistic coach.

The person looks interested and asks, "What exactly does that mean?" How would you answer?

You could explain that holistic coaching considers the mental, emotional, and spiritual dimensions of human experience. And that's a perfectly reasonable starting point. But let's make it a little more concrete.

You might explain that when someone comes to you because they're struggling to make an important decision, you don't necessarily look only at the available options. You may also explore how their emotions, beliefs, relationships, and sense of purpose influence the way they're experiencing that decision.

Now the person has a better idea of what you mean. Notice that you haven't abandoned your coaching philosophy. You've simply connected it with something they can imagine happening in their own life.

This is particularly relevant when you're working with approaches that aren't immediately familiar to the general public.

You might know exactly what you mean by self-awareness, inner alignment, emotional patterns, or personal transformation. But someone listening to you for the first time may understand those expressions very differently.

And if you have to spend 20 minutes explaining your terminology before someone understands what you offer, perhaps there's a simpler way to begin the conversation.

Exercise 4 / The Coffee Conversation

Imagine someone asks you three questions.

1. Who do you work with?
Describe the situations or experiences that might bring someone to you, not just a label.

2. What do these people usually want help with?
Use language that someone outside the coaching profession would understand.

3. What does working with you actually involve?
What happens during a conversation, what might you explore, and what makes your approach identifiable?

Put Your Answers Together

Now write a short introduction to your work, using your answers to those three questions. Here's an example:

"I work with people who feel they've reached a point in life where something needs to change, but they're not entirely sure what that change should be. In our conversations, we explore what's happening in their lives, what they really want, and the emotions or beliefs that might be influencing their decisions. My approach also includes the personal and spiritual aspects of life when they're relevant to the person I'm working with."

That's just an example, not a formula you need to copy. Your description should reflect the kind of coaching you actually provide and the people you want to work with.

My coaching introduction:

Your Reflection

Read your introduction aloud. Does it sound like something you'd actually say in a conversation? Does it communicate your approach without relying too heavily on terminology? And could someone recognize a situation in which they might want to contact you?

One more thing: you don't have to make your services appealing to everybody. If spirituality is an important part of your work, for example, there's no reason to hide it simply because it won't resonate with everyone. The goal is to communicate your work clearly, not to make it sound like every other coaching service.

THE WORKBOOK 05

The recognition test

There's something slightly amusing about writing descriptions of our own work. We can read them a hundred times and think they're perfectly clear.

Of course they're clear to us. We know what every sentence means because we wrote it. But someone who's never met us might understand something completely different.

So rather than trying to guess whether your introduction makes sense, let's find out.

Exercise 5 / The 30-Second Test

If you already have a coaching website, ask someone unfamiliar with your services to look at your homepage or main coaching page for about 30 seconds.

If you're a student without a website, give someone the short professional introduction you wrote in Exercise 4. Ask them to read it without offering any additional explanation.

Then ask four questions:

1. Who do you think this coaching is intended for?

2. What kinds of situations might lead someone to contact this coach?

3. What do you understand about how this coach works?

4. Is there anything you find unclear or would want to know more about?

Now, here's the important part. Don't immediately explain what you meant if they misunderstand something. I know it's tempting. But their answers are what you're interested in. You want to find out how your communication is being received by someone who doesn't already know you.

One person's reaction isn't proof that your entire website needs rewriting. But it can show you something worth examining.

Your Reflection

What did the person understand correctly?

What did they misunderstand or find unclear?

What surprised you most?

Make One Meaningful Change

Look at your answers. Perhaps you discovered that people understand your methods but can't recognize whom you work with. Perhaps the situation is reversed. Or maybe your explanation is clear, and you've simply been worrying unnecessarily.

Choose one thing you'd like to adjust.

The one aspect of my coaching I want to communicate more clearly is:

One specific change I can make is:

Once you've made that change, ask someone else to read your revised description. See whether it's easier to understand.

You don't need a complicated marketing strategy for this exercise. A little curiosity and a willingness to listen will do.

THE WORKBOOK

Your final self-check

Before finishing, go through the following five statements. For each one, choose **Yes, Partly, or Not yet.**

1. I can describe what I contribute to a coaching session without relying only on my methods and qualifications.

□ Yes □ Partly □ Not yet

2. I understand the difference between the problem a client presents and the experience they hope to have instead.

□ Yes □ Partly □ Not yet

3. I can recognize which aspects of my coaching might be invisible to potential clients.

□ Yes □ Partly □ Not yet

4. I can explain my coaching approach in language that someone unfamiliar with coaching can understand.

□ Yes □ Partly □ Not yet

5. I know how to test whether my professional introduction communicates what I actually offer.

□ Yes □ Partly □ Not yet

Now look at any statements you marked *Partly* or *Not yet*. You don't need to work on all of them at once. Choose the one that would make the biggest difference to your current coaching practice or studies.

The one thing I want to work on next is:

CLOSING

A Final Thought

We've spent this workbook looking at coaching from two different perspectives. First, we've explored what you actually bring into a coaching relationship. Then we've considered what that work might mean for the person receiving it.

And I hope you've noticed that these aren't always the same thing.

You might be very good at asking questions, recognizing patterns, or helping people explore complicated situations. But your clients aren't necessarily interested in the techniques themselves. They're interested in what those conversations might help them understand, change, or experience in their lives.

That doesn't mean you should promise them a particular outcome. Quite the opposite. Good coaching requires us to respect the client's own participation, choices, and responsibility.

But it does mean that we need to understand the connection between our professional abilities and the experiences people come to coaching hoping to create.

Before you start rewriting your website or investing in another marketing course, I'd encourage you to examine that connection.

What do you genuinely offer? What does it mean for the person sitting across from you? And would someone who has never met you understand any of that from the way you describe your work?

If you're still studying, these are useful questions to begin exploring now. And if you've been coaching for years, there's no harm in revisiting them.

After all, you could be exactly the kind of coach someone is looking for, but unless they understand what you offer, they may never find that out.

Tomislav Tomic

ABOUT THE AUTHOR

Tomislav Tomic



Tomislav Tomic has been working professionally in coaching and personal development since 2009. His work brings together practical coaching education, mindfulness, personal growth, and spirituality.

His approach to holistic coaching recognizes that people's emotions, beliefs, relationships, values, and spiritual experiences may all be relevant to understanding the situations they face.

Through TT Coaching Academy, he teaches students to develop their professional coaching abilities while learning to look beyond the immediate problem and understand the person experiencing it.

Continue Your Learning

TT Coaching: Become a Certified Holistic Life Coach

This workbook is a practical educational resource from **TT Coaching: Become a Certified Holistic Life Coach**, offered through TT Coaching Academy.

The program introduces students to TT holistic coaching, an approach that considers the person as a whole and explores not only the difficulties they want to overcome, but also the experiences they want to create in their lives.

Students learn to work with coaching principles and practical skills while developing a broader understanding of emotions, beliefs, personal experiences, values, relationships, and spirituality within the coaching relationship.

If you're interested in learning more about the program and the TT Coaching approach, visit:

ttcoachingacademy.com

© 2026 Tomislav Tomic. All rights reserved.

This workbook is intended for educational and self-reflection purposes. It does not replace professional coaching training, supervision, or mental health care.