

# choice

the magazine of professional coaching

## Does Coaching Change the Brain?

Support for neuroscience in coaching

Coaching & Metacognition

Hacking the Brain

The Science Behind Those 'Magical' Changes



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## 17Hats

By Sandra De Freitas

Take the chaos out of your business with one brilliant service. As a business of one, you have to manage clients, invoices, quotes, contracts, projects and more. The folks from 17Hats help take a potential client on your site and take them through an automated sales process. The potential client, or lead, starts by filling out any questionnaires you have created for them along with any clarifying questions they may have. Then they are prompted to schedule a call with you. After the call you can send them one or more packages or a quote. When they are ready they can sign a contract online, then pay their invoice online immediately. It's a seamless automated process that not only eliminates the manual work you have to do; it also eliminates the need for multiple systems. All you need is 17Hats and a payment system like PayPal or Stripe (see below).

17Hats is your all-in-one CRM system including time tracking, bookkeeping, quotes, forms, calendar, invoicing, contracts, email, project management, to do lists and more. This system will not only save you time and money, but it will keep you on track to follow up with your leads and generate more sales.

Plans start at \$19/month, which is a lot less than what you would pay for separate contract systems, call scheduling systems and invoicing systems.



## Stripe

By Sandra De Freitas

If you are using a merchant account to accept payments, you may want to consider Stripe as a new solution. Why? To start there are no setup fees and no monthly fees (monthly fees usually range from \$40-\$50 per month). Next, Stripe's fees per transaction are low at 2.9 per cent plus 30 cents. Merchant accounts tend to charge a lot more and some even charge to deposit money into your bank account. Stripe does not.

Stripe integrates with various applications so you can accept and manage payments from within them like ecommerce systems such as UltraCart, invoicing and accounting systems such as FreshBooks, form building tools such as Typeform, book and ticketing systems, fundraising systems, mobile and card readers, POS systems, gift certificates systems and membership site apps such as the popular WordPress plugin WishList Member.



Stripe is available if you live in Australia, the US, Canada, the UK and Ireland, and many other countries are in beta testing

now. If you live in any of these countries you can accept payments from customers anywhere in the world.

Recurring billing is a feature many coaches will love. You can use it to automatically bill your ongoing clients in yearly, monthly, weekly or create your own custom billing intervals. Offer special deals for your clients or their referrals through their coupon feature.

## The Mood Lady Cards

By Marcy Nelson-Garrison, MA, LP, CPCC

The Mood Lady Cards are a quirky and colorful collaboration between two sisters - one an artist, the other a life coach. The various "Mood Ladies" are painted in a broad range of styles and each evokes an emotional tone or quality. On the back of each card is a concept, a description of the concept and journey (coaching) questions.

Concepts like Boldness, Creativity, Energy-Fueled Action, Experiment, Celebration and Choice create powerful openings for a coaching conversation. I just pulled the card "Energy-Fueled Action." The image shows a woman enthusiastically dancing and the description talks about Energy-Fueled Action as the type of action that is effortless, that feeling of being propelled vs. being pushed. That's got juicy coaching conversation written all over it.

The Mood Lady Cards are a perfect tool to introduce to your female clients. The images are easy for just about anyone to relate to. You can draw a card to set intention, for a dose of inspiration, as a journal prompt or to explore a perspective. They would make a great client gift - or even better, use them to create ritual in your client sessions by beginning or ending a session with a card. For those working primarily with women, this is a unique and creative addition to your tool kit.





## Journey Circles™ Creative Mapping Kit

By Marcy Nelson-Garrison, MA, LP, CPCC

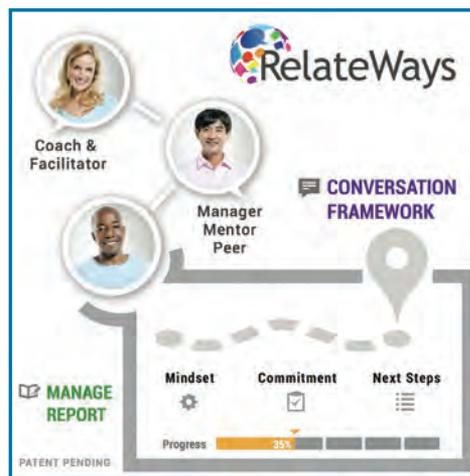
Collage has long been a powerful tool for visioning, self-exploration and personal expression. Cat Caracelo takes it to a whole new level with the Journey Circles™ Creative Mapping Kit. If you like to dive deep in your coaching or lead transformational workshops, you will love this tool.

Cat is a master at visual narrative, archetype and symbol as applied to transformational processes. While the kit is deceptively simple, the processes outlined in the guidebook can open the door to profound results.

The kit is made up of various sized templates for collage which become your canvas for visual expression. Each template shape has a unique energy to it and an accompanying guided process. The Spiral Path Cards invite you to share your stories. The Seven Transformation Cards allow you to explore principles like Authentic Truth, Mystery, and Sacred Power. The Spectrum Cards invite you to “unpack” your story and explore themes of shadow and light. The Compass Cards represent symbols or meaningful focus points that help you find your way. You can probably already sense that as you work each of these processes opportunities for powerful coaching will naturally emerge.

Besides the basic process for each template, Cat offers lots of alternatives for expanding and combining the cards for additional exploration. Fortunately, refills of the templates are available – and you will want them!

You and your clients are in for an amazing journey with the Journey Circles™ Creative Mapping Kit.



## RelateWays

By Marcy Nelson-Garrison, MA, LP, CPCC

There's a new kid on the block for cloud-based coach-client engagement called RelateWays. It's super easy to use, will boost your professionalism and has the power to shift workplace cultures!

When clients set up an account they are asked to identify three strengths and two areas of focus. They are then prompted to name goals and action steps, identify where they are with respect to that goal, access several mindset coaching questions and schedule an appointment with you. There is a section called Notes for private journaling and a place to access links to recorded or chat-based coaching calls.

As a coach, you can customize the strengths list and the focus areas that are most important for branding. You can set your schedule, track your clients' progress, review past sessions, keep track of your session notes and email your client from within the system.

What is really interesting about this program is that it can work just as sweetly for a life coach and client as it does for an internal peer coach and co-worker or a manager and a direct report. The strengths-based coach approach integrated into the system allows a 'coach' user to support change, performance improvement and learning implementation without full-on training as a coach. Imagine packaging RelateWays with a corporate training and/or executive coaching package to help implement the learning across the entire organization. Now that's exciting! What a great way to bring coaching to a larger audience. ●

Links to products reviewed by Marcy are available at [www.coachingtoys.com/choice.htm](http://www.coachingtoys.com/choice.htm) • Links for products reviewed by Sandra are available at <http://wpblogsites.com/choice>