



# Coach, this changes everything.

A Guide for Online Coaching



## CHAPTER 1

# Dear coach,

Let's get right down to the heart of the matter.

I'm writing this guide based on a couple of assumptions that I have about you.

Three, to be precise.

The first assumption is that you are a helping professional of some kind; a coach, a trainer, a therapist, counselor, in short, a practitioner.

For the purpose of this guide, I will address you as 'coach.'

The second assumption I have about you is that you are in the business of helping clients.

Yes, I say that on purpose 'the business of helping clients.' I say this because I want to stress that—and this is the third assumption—you are running a business, no matter how heartfelt and altruistic the nature of your business may be.

To sum up:

***You are a self-employed coach who helps clients***

Now if I'm too far off the mark here, what I am about to say may be of too little use to keep reading. In that case, allow me to extend my arm to you, virtually shake your hand and wish you the best of luck with all of your endeavors.

If this does sound like you, what I'm about to say to you here may change the way you coach forever.

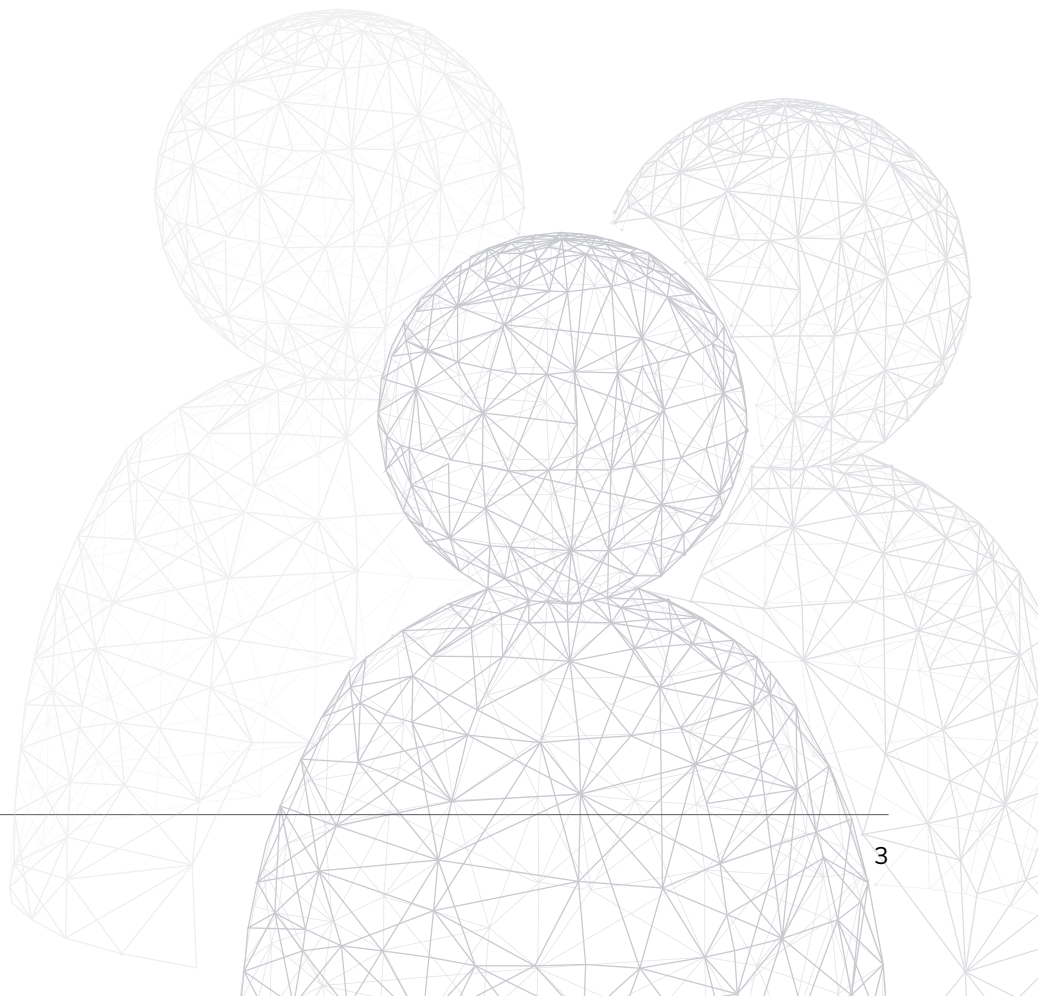
That is why I chose the bombastic title 'Coach, This Changes Everything.' Because time and time again, I have seen this to be the case for coaches who implement the system that I am about to show you.

Before I do, I want to stress something important.

This book is not about me.  
This book is not about you.  
This book is about...

...your clients.

And changing their lives for the better.





## Real impact

If you are an experienced coach, you know that the only way to make a real impact on your clients is to help them to think and behave differently.

In the end, this is what all the therapeutic modalities try to achieve in different ways; getting clients to think and behave differently.

During your sessions with clients, even though you try to be maximally effective at doing this, you can only do so much.

You can listen and talk and make plans with clients to change some aspect of their lives.

The problem is that you are not there with clients at the exact moment in time they need to actually think or behave differently in order to solve their problems or reach their goals.

At le moment suprême, your clients are left to their own devices.

Maybe they'll do their best, or maybe they won't do anything at all until your next session the following week.

This is not just a problem for your clients, who won't solve their problems or reach their goals if they don't follow through with the plan you set out with them. This is also a problem for you, the coach, because you won't be able to help them effectively if they don't take action.

And if you can't help, they will stop using your services.

Worse yet, they may think your services don't work.

Now we both know this is not true, but unfortunately, that matters very little to a client who needs to see—and is paying for—results. And rightfully so!

This means that you are in a position of dependence.

During the week, between sessions, while you are not there to guide them or cheer them on, they need to be doing the work in order for themselves to successfully make progress and in order for your coaching practice to grow.

As a coach, you are a helper.

You chose this profession because you love helping other people succeed in life.

Now the question becomes: what can you do in order to help your clients actually do the work?

What can you do to keep your coaching sessions and what was discussed top of mind?

Better yet, how can you do so without putting reminders in your calendar to nudge clients at specific moments or send them a quick message to keep their intentions top of mind?

How can you make sure your clients do the work and perform the exercises that you have discussed in your sessions that you know will bring them closer to getting the results they want?

These are the questions that I will now address.

So if you are still with me, if all of this still seems relevant to you, I invite you to join me in the next chapter of this white paper.



***As a coach, you are dependent on your clients to actually do the work.***

## CHAPTER 2

# How to keep your clients engaged, on autopilot

Engaged clients do better. I think we can agree on that.

This is why therapists at the start of therapy typically try to gauge and increase a client's level of readiness and buy-in.

With 'readiness' I mean readiness to change. If a client is not mentally ready to make the change necessary to get the desired outcome, no amount of therapy sessions will be of much use.

With 'buy-in' I mean their level of commitment to the therapy or coaching trajectory. If, for instance, a client has come to a therapist purely because it was requested by his or her spouse, or because it was a mandatory part of a former criminal's reintegration program, they may not be very committed because they lack intrinsic motivation to change.

There's no need to go much deeper into that. What matters here is that if your clients are not ready or not committed, it will be very hard to engage them in the coaching process and make any sort of progress.

Luckily, with coaching, it's usually a different story than with therapy.

Clients come to you on their own accord, often paying for it out of their own pockets, intrinsically motivated to make a certain change in their lives—to solve a problem or reach a goal.

This is a luxury position to be in for you as a helping professional and one of the many vital differences between therapy and coaching.

You can use this luxury position to your advantage by taking maximum responsibility to engage clients in their own process of change.

How do you do this?

By making sure that throughout the week, when you're not around to coach them, they will still experiment with the new behaviors and mindset that you have discussed during your sessions.

That they will do the exercises, watch the videos, fill out the surveys, write down their thoughts or journal entries, and go out of their comfort zone. Whatever it is that the type of coaching you do requires, your client will need to take action.

This is where the game-changer that the title of this guide promised comes in.

We call it:

## Quenza

## CHAPTER 3

# Welcome to the coaching machine

You may be thinking, “All of this client engagement stuff sounds nice, but I’m already busy enough as things currently are.”

I totally get that.

That’s exactly why I want to introduce you to Quenza.

Quenza is a software that you set up once and that will keep working for you 24/7/365. It’s like a team of thoughtful people working for you around the clock to support your clients.

We’re used to relying on technology for so many tasks that we used to perform ourselves. Think of doing the dishes, factory work, or even driving cars.

We are thoroughly used to using technology in almost every aspect of our lives, not just to save us time, but to perform tasks more accurately than we can.

Now think about all the tasks that you perform to run your coaching practice. How many of these tasks do you think you can automate or leave to technology altogether?

Technology can:

- ▶ Organize your practice by keeping everything in one place
- ▶ Easily customize your offerings to better meet clients' needs
- ▶ Eliminate email ping-pong, making client communication more efficient
- ▶ Schedule appointments with clients
- ▶ Track how your clients are interacting and engaging with your materials
- ▶ Make a more professional impression
- ▶ Standardize and automate the onboarding process
- ▶ Do all of this on the go, from the comfort of your smartphone

Now aside from the typical practice management tasks such as scheduling and billing, consider all the resources that you share with clients, actions you ask clients to perform, or documents you ask them to sign.

Think:

- ▶ Assessments
- ▶ Intake forms
- ▶ Contracts
- ▶ YouTube videos
- ▶ Homework exercises
- ▶ Journaling or reflection prompts
- ▶ Online course materials
- ▶ Etc.

Think of every resource, exercise or coaching tool that you typically use to run your practice and to help engage clients.

How do you share these with clients?

Do you print them and hand them out?

Do you send PDFs over email?

From so many coaches, I kept hearing frustrations like the following:

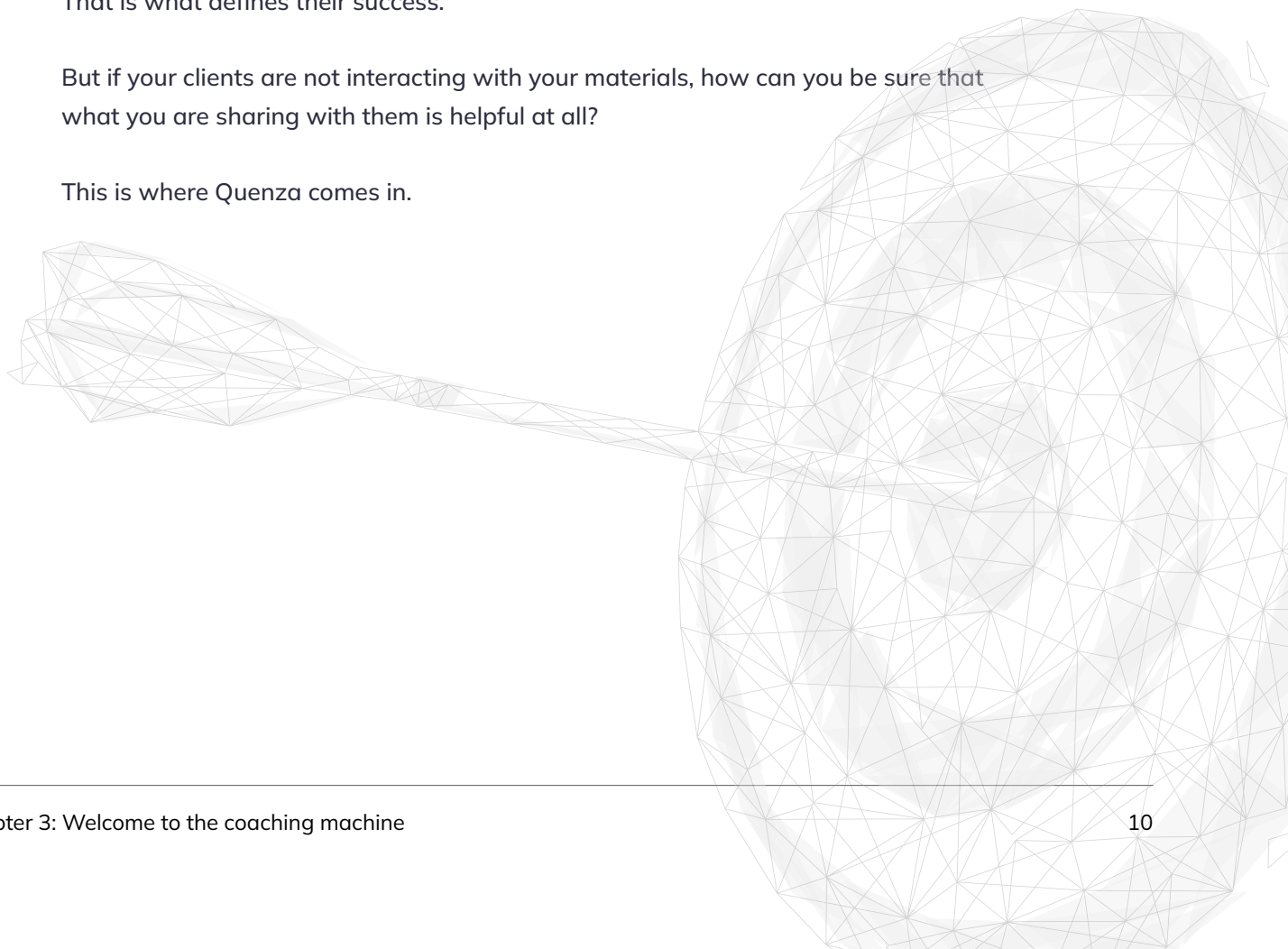
***“I send my coaching exercises to clients after each session via email, but I have no idea what they actually do with them, or if they’ve opened them at all!”***

What we’ve seen in working with coaches for the past 8 years is that—and this is not just a great tagline—the success of the coach depends on the success of the client.

The most successful coaches I know have left swarms and swarms of clients behind that have been helped and touched by their programs and one-on-one interactions. That is what defines their success.

But if your clients are not interacting with your materials, how can you be sure that what you are sharing with them is helpful at all?

This is where Quenza comes in.



## CHAPTER 4

# How winning coaches think

Since COVID-19, the world has changed rapidly and drastically.

Working virtually became the norm and face-to-face interaction a rare luxury.

A lot of sectors were hit, but the coaching space has not been one of them.

The shift to working digitally has lowered barriers for both coaches and clients to interact with each other. Without the commute, needing to dress up, and being able to call in from your own comfortable environment (in your Pj's), jumping on a call with your coach is easier than ever.

Winning coaches use this shift to their advantage, while coaches who complain get left behind.

Where the right tech setup was always a big plus, it is now a sine qua non for running a professional coaching practice.

There are, however, some concerns about using a software solution I've heard from coaches that you may have too.

I've heard things like:

## ***“Tech is scary.”***

Yes it is... if you're used to software that feels like, and probably is from, the '90.

## ***“Tech is difficult.”***

Is it? How many apps are you currently using to support your daily life?

## ***“Tech is not personal.”***

That's why you need a solution that is tailored to the needs of every single client.

## ***“I have already created a whole library of PDFs.”***

Yes. And let me guess, you probably send them out over email, right? Mmm, I wonder what your response rate is like and whether you have any idea if and how your clients are actually using your materials.

## ***“Software can be expensive.”***

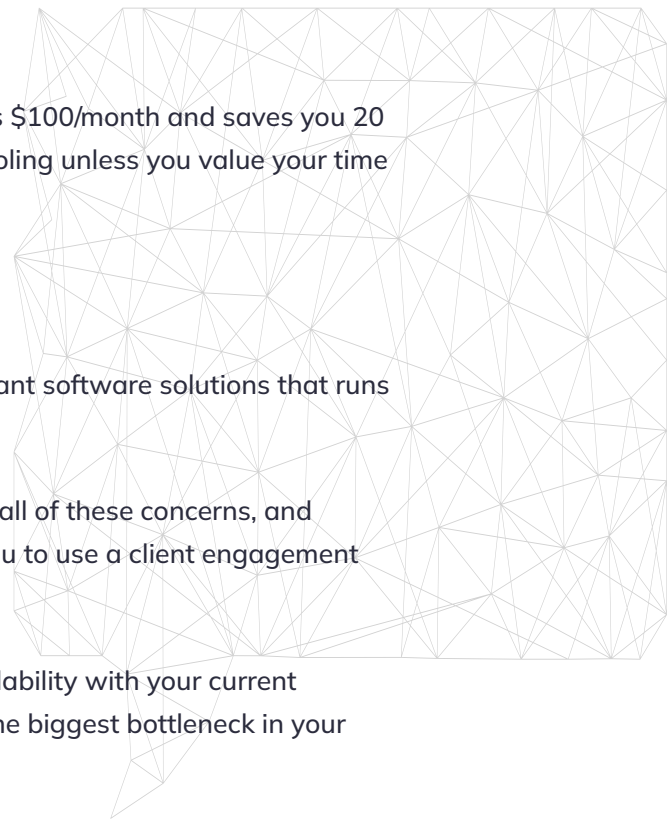
That depends on how you value your time. If a tool costs \$100/month and saves you 20 hours per month, it's expensive not to use this kind of tooling unless you value your time at \$5/hour.

## ***“It's risky, privacy-wise.”***

That's why you need to go for GDPR and HIPAA-compliant software solutions that runs on Amazon's AWS infrastructure.

To sum up, there's something to be said for and against all of these concerns, and depending on your specific situation, it may not serve you to use a client engagement app for your practice.

However, there's a good chance that you can't have scalability with your current business model and that you are constantly limited by the biggest bottleneck in your practice; your own time.



Your own time that you spend on administrative tasks that you are not getting paid for.

Worse yet, you may consistently find yourself performing mundane tasks that have nothing to do with the unique value you bring to this world.

Now I can keep talking about client engagement software and how it can help you better support your clients, save tons of time while growing your coaching practice...

... or I can show you exactly how it works.



***“Any task you perform as a coach that does not directly lead to impact for your clients is not just a waste of your time; it’s a waste of your God-given gifts and your limited opportunity to make this world a better place.”***

## CHAPTER 5

# A game-changer for coaches

How does your average client journey look, from A to B?

And how much work do you put into making that happen, as a coach?

Be honest.

I'm guessing what translates into 10-12 billable hours for you works out to something like 20-24 hours with "behind the scenes" tasks factored in, and that they look a little like this:

- ▶ You play email tennis with potential leads, trying to figure out if you're a good fit for one another
- ▶ Eventually, you set an initial session, then save everything you've written down in Google Docs or a documentation app, then switch to planning mode
- ▶ Onboarding is another email back and forth, plus logging into wherever you store your client files
- ▶ You map out a coaching program—what frameworks and tools to use, when, and in what order—and
- ▶ You personalize them to suit your client.

I could go on, but you get the idea. Of course, there's more of this between sessions, as you check in to see whether they've done A and B, send reminder emails when they haven't, and so forth, but how much of these are you, delivering your unique value?

After all that, your \$80 or \$100 an hour is more like \$50, and you've spent the majority of that time doing donkey work.

Not delivering the excellent, transformative coaching experiences that your clients need to see results.

And that's where the Quenza app can be a game-changer.

Your Quenza account is pretty much the one thing you'll need to log into when you're in your zone of expertise, and you can pick up where you leave off from anywhere—your laptop, smartphone, or tablet.

It starts with Activities and Pathways.



***“The thing I like best in Quenza are the pathways and activities. It saves me time and energy to truly focus on my clients.”***



**Diarra Sakho**  
Life Coach

## Activities

Imagine you could create all your onboarding, feedback, evaluation forms, and other administration essentials in a few simple clicks, then share them instantly with your clients.

That each time you click “send,” they’d receive a personalized email (and smartphone ping!), as well as a reminder several days later, without you having to log in.

How much time would you free up, if you could use the same exact process for all your homework exercises, journal prompts, meditations, and more?

That’s what Quenza Activities are: easy-to-build digital activities that you can put together by dragging and dropping premade fields (or your own multimedia) into a blank template.

From this:

The screenshot displays the Quenza Activities builder interface. The main workspace shows a form titled "Why Coaching? Why now?". The form contains a text input field with the prompt "Which area of your life do you think could benefit from coaching?". Below this is a list of radio button options: "Career", "Personal Growth and Development", "Both", and "Other". A "+ Option" button is located at the bottom of the list. The form is set to "required?".

The right sidebar, titled "Items", lists various form elements categorized into Static, Responses, and Media. The Static category includes Text and Page break. The Responses category includes Short answer, Long answer, Number, Multiple choice, Checkbox, and Dropdown. The Media category includes Linear scale, Date, Time, Signature, and Wheel. The Media category also includes Image, Video, and Audio.

To this:

### Coaching Intake Form

Why Coaching? Why now?

Which area of your life do you think could benefit from coaching?

Career

Personal Growth and Development


Both

Other

Or this:

### How you felt about our last session

Relationship



I felt heard, understood, and respected.

Agree

1

2

3

4

5

Strongly Disagree Strongly Agree

Instead of spending hours and hours on graphics, formatting, and emailing your tools, you can leave that to Quenza's Activity Builder and focus on how to create the most motivating, relevant content for their goals.

## Engagement, Automated

But what about grabbing your clients' attention, engaging them, and making them take action?

Especially when you're not there?

Crafting an engagement strategy is up to you, but the beauty of Quenza's Activity Builder is that you don't have to implement it manually. You've now got time to focus on the detail, accuracy, and personalization that drive buy-in and results.

Here are just some of the ways you can use your Activity Builder to build the engagement factor right into your exercises, homework, and resources:

- ▶ Speak directly to your client. Introduce them to your exercises by inserting your own personal videos, mp3 audio, or photos and images
- ▶ Tap into their overwhelming desire with their own personalized tools, like the pre-formatted Wheel of Life tool that makes an equally beautiful Wheel of Needs, Strengths, Values, or Ikigai
- ▶ Customize their programs to their lifestyle. Find out when they're more likely to take action and pre-schedule Activities to be delivered in those windows
- ▶ Give them nudges when they need it most, by automating their reminders at specific intervals.

Now think about how you would usually share them. In sessions? Between sessions? In a sequence?

## Pathways

One thing coaches mention time and again is logging in to send client homework midway (or multiple times) between sessions.

Aside from the time that takes, chances are that “midway between sessions” means different things to different clients.

You’re logging into email, looking up where Client A is in their sequence, and sending their homework—for at least several clients, multiple times a week. Even before you factor in follow-up emails.

With Quenza, you can automate that by creating Pathways, which are simply sequences of multiple Activities you’ve already built.

Instead of printing, collating, or emailing PDFs, you can curate Activities into engaging, relevant Pathway ‘steps’ that form a unique sequence tailored to your client’s goals.

Think:

- ▶ Back-to-back Daily Gratitude exercises, strung together into a month-long Gratitude Journal
- ▶ A Perceived Stress Scale sent when they’re at work, followed by a Mindfulness Meditation (with your audio) for the evening
- ▶ A Strength Interview, then a Goal-Setting Template, then a Self Contract to solidify their commitment.
- ▶ Standardized onboarding with a Screening Questionnaire, then a Coaching Contract, then—when that’s filled out—an automatically delivered Intake Form.

## CHAPTER 6

# Clone yourself, infinitely

Take a look at this coaching pathway:

### Creating a Positive Body Image

Steps

1 Introduction

● Instruction

2 What Can Your Body Do?

● Exercise

3 What Can Your Body Do in Terms of the Senses and Movement?

● Exercise

4 What Can Your Body Do in Terms of Health and Creative Endeavors?

● Exercise

5 What Can Your Body Do in Terms of Self-Care and Interpersonal Relations?

● Exercise

6 A Thank You Letter to Your Body

● Exercise

Activity

A Thank You Letter to Your Body


SECTION 1

Introduction

Dear Client first name ,




This training was designed to help you develop a healthier body image. In this final part of the training, you will write a compassionate letter to your body, showing gratitude for how it functions.

Press the "next" button below to start.



And here's how you can know that they're doing the work and getting results, because this is what your Quenza practitioner Dashboard will automatically display:

Pending pathways

Client	Title	Status	Last update ↕
 Xiu Ying	Creating a Positive Body Image	IN PROGRESS	last input on 23 Mar 2022
 Marco Smith	Stress Diary	IN PROGRESS	last input on 23 Mar 2022
 Francina Schneider	Red and Green Activities	IN PROGRESS	last input on 23 Mar 2022



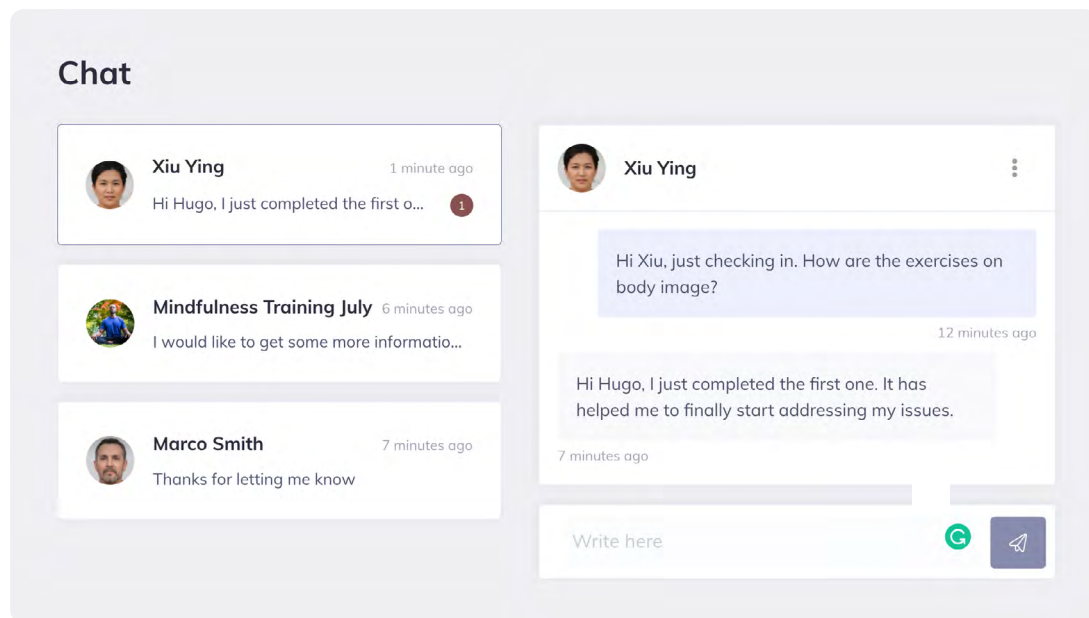
***“Quenza frees up time and space for creativity. It gives me a place to gather and care for my clients.”***



**Marion Chapsal de Mourgues**  
TEDx Speaker, Leadership Coach

No follow-up emails required. Because you already scheduled those when you built your Pathway.

But if you want to go the extra mile and give them a helping hand, you can always check in via Quenza Chat:

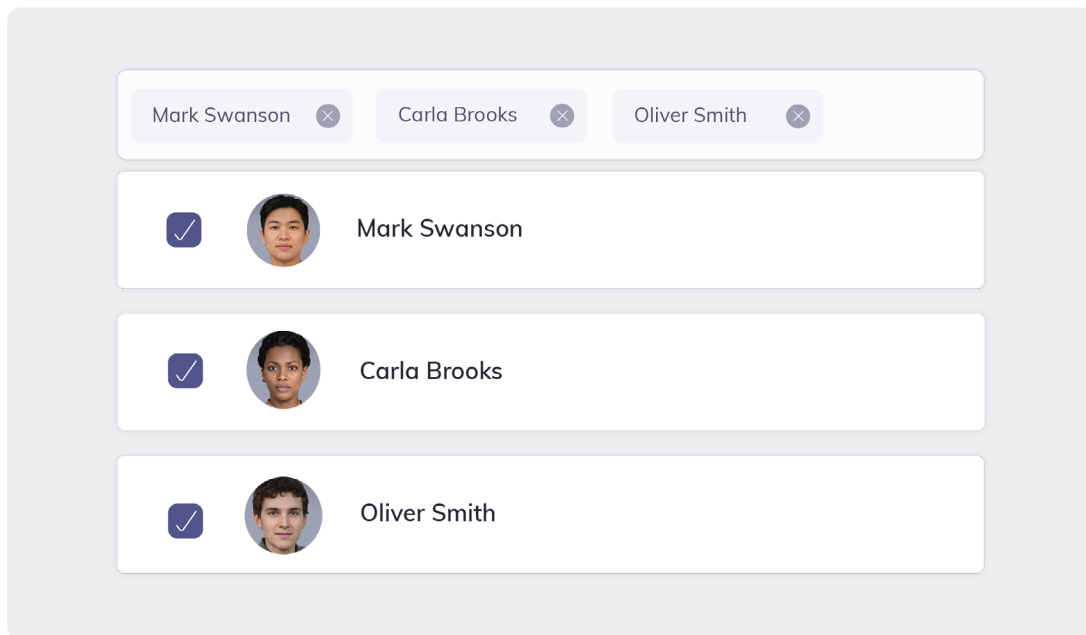


Don't worry, it's GDPR- and HIPAA-compliant, just like everything you create, share, and receive using Quenza.

With the time you can save with Activities and Pathways, scaling up suddenly becomes a whole lot more realistic.

Especially because you can do it at scale, automating the very same tasks the very same way for bigger audiences like classes, cohorts, and groups. (Yes, it's called Quenza Groups):

Now, what else can you leave to the machine?



***Eliminate your biggest bottleneck for growth:  
your own time.***

## CHAPTER 7

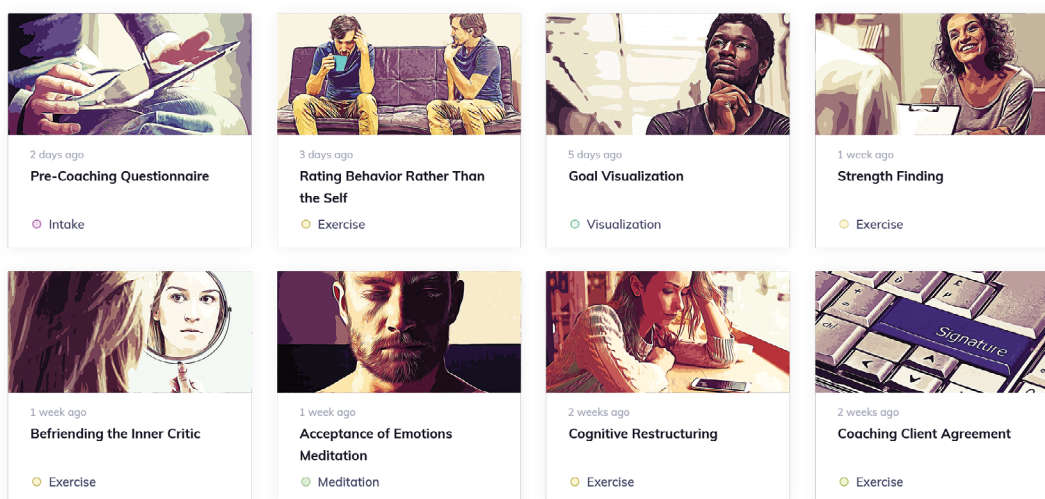
# 150+ coaching tools at your finger tips

The most successful coaches I know don't spend time reinventing the wheel, which is exactly what most coaches do when they manually modify their own version of evidence-based tools and resources.

Like a Body Scan, Life Domain Satisfaction exercise, or Session Feedback Scale.


Nor do they leave their clients' success up to chance, suggesting that they "look up this great assessment, and let me know how you score."

The more you can automate without compromising results, the more you should. And pre-made templates like Quenza's Expansions are designed for just that.



By adding (free) Expansions like this Benefit Finding exercise to your Activity library, you can share them with clients.

While still helping them with the same science-based tools you'd usually use, minus the "starting from scratch":



**SECTION 2**

**Part 1: Recalling a negative experience** ^

Close your eyes and take a moment to think of something negative you experienced in the past. Please select an experience that's just a little bit negative - nothing too hard for your first time doing this activity.

Also, make sure to choose an experience that lies far enough in the past, not something that happened yesterday or last week.

If you feel comfortable doing this step, please write down the details of the negative experience you are thinking of below. Express your interpretation of this experience freely and mention all your emotions and thoughts you can recall about this experience.

Write here


You can also customize them with a few tweaks, to better meet their needs:

**Featured image**

Add a featured image that will be shown in the client's app. This image will override the default image.

Upload

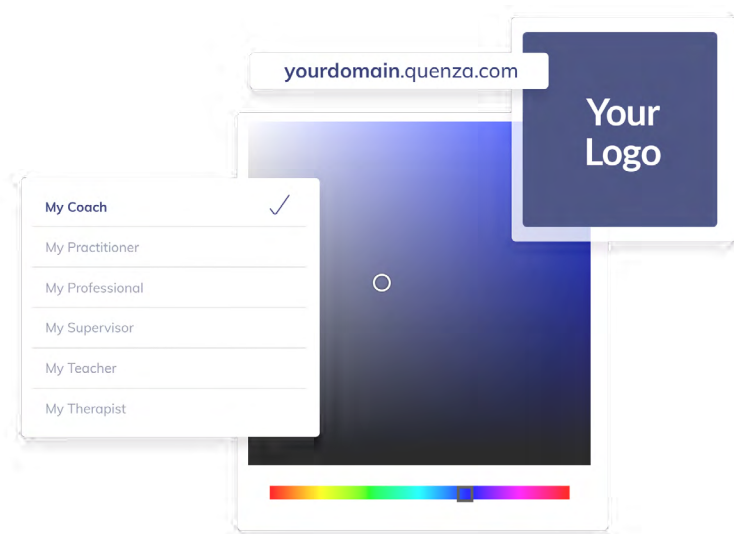
Delete



**Finding the good that emerges from our struggles**

received 2 hours ago

You can even promote your practice by customizing every Activity and email you send with your own professional logo using Quenza White Label:



Et voilà, you can mentally tie in your coaching brand with the kind of life-changing results they're (now) more likely to see.

The best thing about Expansions is that your library of tools is ever-growing. Each week we add more of the most-requested assessments, meditations, metaphors, and more to your coaching arsenal.

In a typical month, we'll add at least 15 Expansions.

For example:

- ▶ The VIA Classification of Character Strengths and Virtues (Reflection)
- ▶ Coping Skills and Social Support Inventory (Worksheet)
- ▶ Mindfulness Training Intake Form (Intake)
- ▶ Rewriting The Narrative For "Being Good Enough" (Exercise)
- ▶ Life Domain Satisfaction (Assessment)

When it comes down to it, being there for your clients is all about spending time with them. There's no substitute for that.

But as long as you split your time and focus between being there and everything else that goes into supporting them, the longer you'll continue to be your own biggest bottleneck for growth.

## CHAPTER 8

# Before I leave you

By making Quenza’s features work for you, you can largely or entirely automate so many of the little things that go a long way to empowering and engaging those you help.

Things like:

- ▶ Creating, even sharing and co-annotating your coaching notes faster with Quenza Notes
- ▶ Sending homework exercises between sessions with Pathways or Quenza Files
- ▶ Ensuring they stay on track with notifications and updates through the Client App, when life gets in the way
- ▶ Checking in via Quenza Chat to offer feedback, answer questions, and keep your coaching discussions top of mind.

When you can set and forget mundane tasks using Quenza, it’s your unique skills, experience, and strengths that determine your impact, not how many hours you put into mastering graphics software or emailing PDFs.

That’s when scaling up stops being a “one-day” goal and becomes inevitable instead.

It's not only your responsibility to engage your clients, but as you and I know, it's also what you do best.

There are only a few reasons not to fully leverage your unique strengths, and losing time on things you can easily automate isn't one of them. At least it's not for the most successful coaches I know.

We developed Quenza to be a coaching machine that creates freedom for you—the freedom you need to innovate, shine in your niche, and get creative to help your clients go that extra mile for success. What I hope I've done here is show you how to operate that machine, rather than turning all of the cogs by hand.

It's pretty simple really: if you want your clients to do their best, you need to do what you do best.

That means letting the machines do what they do best, and that's when you'll truly start helping more people and growing your business.

Let me end with one thing you already know, deep in your heart: nobody can make you do anything, nobody can achieve your goals for you.

The most powerful way to bring about a positive transformation in your life is to take action yourself—so try it. Put any or all of the things I've shown you into practice with [a \\$1 trial here](#) and see if your outcomes don't dramatically change.



***We developed Quenza to be a coaching machine that creates freedom for you.***

## Level up your coaching practice, today

My mission in writing this guide is for you to see the value in, and decide to try out, a client engagement software so that you can help your clients get better results and make the world a better place faster.

As the co-founder of Quenza™, I am obviously incentivized to promote this kind of software, so please don't take my word for it. Give her a spin for a full 30 days for just \$1 and feel the impact you can make with a tool like Quenza.

Start your 30-day trial for \$1

<https://quenza.com/start-trial/>

To sum up,

- ▶ You want clients to be intrinsically motivated to change and engaged with you and your coaching
- ▶ You want to save as much time as possible on mundane tasks in order to free up time for your uniquely added value to the world
- ▶ You want to use a Set-It-And-Forget-It solution that allows you to build something once, and then reuse it for all your future clients
- ▶ You want to spend your time on the things that can not be taken care of by technology

This is why we have built Quenza.

I hope to welcome you to our warm community of like-minded coaches soon!



Seph Fontane Pennock  
Co-founder, Quenza